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THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

VOL. XVIII

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JANUARY, 1938

M. C. POSTSCRIPTS

★ Cinnamon, clove, essential oils, and the like are produced on a large scale in certain sections of Africa recently visited by Dr. E. S. Guenther, who reports his findings in this issue. With a map of Africa before you, you'll find the tiny island of Reunion, which Dr. Guenther visited, at about 56° longitude and 21° south latitude. Now you might try to locate Kismu, Njoro, Nossi-be, and some of the other places mentioned.

★ How often do candy manufacturers change their line? The answer is, quite frequently. A table in this issue reveals some data on this subject that will be a surprise to many.

★ Screen tests aren't limited to Hollywood. Mr. Lund gives screen tests to chocolate coatings in his laboratory; only here the screen is a grid and not a sheet. He explains his method in detail in this issue.

★ Mr. Spoehr explains why the butter "score" has no practical meaning as far as the confectioner is concerned. A piece of candy, according to his conception, is essentially some locked-up flavor, with a vehicle consisting of sugar, corn syrup, etc. When the salesman sells candy, he is really selling flavor, says Mr. Spoehr.

★ Finland is not behind times in candy production, as the story of the Ipnos plant reveals. Raw materials, packaging, employee training, and other phases of production and merchandising have been given intelligent consideration by this manufacturer.

★ It will be good news to those many readers of "The Manufacturing Confectioner" who followed the recent series of articles on Reconstruction of Candy Formulae by Jordan and Langwill, to know that another series on Formulae Reconstruction is being prepared by them expressly for our readers during 1938.

★ Four important factors must be considered when selecting and using premiums for promotion. Myer Rosenberg consented to discuss these in an article he wrote for this issue.

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POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

THE MANUFACTURING CONFECTIONER

PUBLISHED BY THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY



ANNOUNCING A NEW SERIES OF ARTICLES ON

Reconstruction of Candy Formulae . . .

SO much interest has been evidenced in the series of articles on "Reconstruction of Formulae from Analytical Data," which appeared in *The MANUFACTURING CONFECTIONER* during 1937, that it has been decided to arrange a new series during 1938 by the same authors, Dr. Stroud Jordan and K. E. Langwill. This will have to do with open-market purchases of confection samples and subjecting such samples to analysis, after which formulae will be reconstructed.

Three types will be selected from each general class: the highest priced, the medium priced, and an average low priced seller. In this connection a survey will be made to determine "best sellers" and samples will be selected according to consumer acceptance as well as retail price. It will be impossible to determine point of origin, for the authors will personally select, analyze and report their findings, leaving no trace of identification.

Results should serve many purposes: they will compare actual values in three price levels; show what variance in formulae has been encountered; and give the interested manufacturer a lead in determining just how far his product is out of line.

The first number of the series will have to do with hard candies. Types selected will all be from solid varieties since "fillings" are a thing apart and of such a variety that little purpose would be served in accurately determining composition. Of decided interest will be the corn syrup-sugar ratio, invert sugar and general consistency. Presence of other sugars will also be reported and taken into account in formulae reconstruction.

Following hard candies will come crystallized creams. Moisture percentage, comparative size of sugar particles, consistency, flavor, color and composition will each be considered. The sugar-corn syrup ratio will be determined and presence or absence of other sugars will be definitely fixed. Many factors other than composition will play an important part in formulae reconstruction.

It is but an easy step from crystallized creams to fudge. The best fudge that is commercially available will be compared with one of medium price and also one of the lowest priced samples it is possible to obtain. Sugar, corn syrup,

milk products, fats other than from milk and the presence of "lightening" agents, such as marshmallow whips and frappes, will be determined. Reconstruction will definitely fix general formulae.

And then will come caramels. It should be interesting to determine whether some of the cheaper products are rightfully called caramels or whether they should be classed as pulled taffy. Even if composition places the confection in the caramel class, a further examination to determine fats (other than butter fat), and whether skim milk, whole milk or cream has been employed, will also be of interest in fixing comparative value and character of the several samples.

Hard marshmallows will follow and then soft marshmallows will be "dissected" to determine inherent variety differences. Starch gums and jellies, pectin jellies, gum arabic gums and the several combinations of these products will be considered.

In addition it is hoped that at least two articles may be devoted to a consideration of sweet and milk chocolate. Kind and amount of sugar employed, fat to non-fat ratio, percentage of added fat, consistency of the finished chocolate, flavor, color and general characteristics will all come in for due consideration. Just how far it will be possible to go with such a reconstruction will depend upon the complexity of the product.

The following list of topics will cover those already mentioned and a few additional ones that may be of sufficient interest to warrant future investigation:

Hard Candies
Butterscotch
Crystallized Creams
Cream Centers
Fudges
Taffies
Caramels
Nougats

Hard Marshmallows
Soft Marshmallows
Starch Gums and Jellies
Pectin Jellies
Gum Arabic Gums
Sweet Chocolate
Milk Chocolate

(It will be appreciated if those interested in the above list will submit individual preferences. With such information at hand it will be possible to schedule succeeding articles in the most interesting order.)

Manufacturers Change Lines Frequently . . .

CONFECTIONERY manufacturers, taken as a whole, make frequent changes in their lines, it is revealed in the following comparative figures, based on the classifications given in the Directory of Confectionery Manufacturers of both this year and last. This Directory lists the larger wholesale-manufacturers who do a national or sectional (interstate) business.

In compiling this table, listings in the 1938 Directory were compared with the number of listings under the same classifications in the 1937 Directory.

Of the 54 classifications given in the table, half show an increase of 20% or more in new names—that is, names of firms that were not listed under that classification in the 1927 Directory. These new names consist of firms that are new or old firms that during the past year have entered the market with goods of that classification.

The classification showing the highest percentage of increase in new names is 10c Bar Goods, with 37.7%, closely followed by Cordials, with 36.1%. If these figures were expressed in actual number of firms instead of percentages, 3 classifications would be tied for first place, these being Bulk Chocolates, Fancy Package Chocolates and Seasonal Candy Specialties, closely followed by 5c Bar Goods.

The "mortality" in each classification is revealed by the second column of figures, which represents the firms that were listed in the 1937 Directory but were dropped from the same classification in the 1938 Directory. Expressed in percentage, the highest mortality is shown in Clear Candy Toys (under Christmas Candies). Five-Cent Bar Goods have the highest mortality in number of firms (not expressed as a percentage of the total number of firms in that classification).

The final gain or loss under each classification is shown in the last column. The net gain of 28.6% wins first place for Prize and Premium Goods, though when expressed in number of firms instead of percentages, Salted Nuts takes first place.

Among the losers, Clear Candy Toys shows the highest percentage (25%), though when expressed in number of firms, the biggest loser is Butterscotch Goods.

These comparisons are based only on the number of firms engaged in making the particular classification of goods, and should not be confused with comparative outputs. Some of the classifications showing a decrease in the number of firms engaged in making that particular line might actually show an increase in total output if such figures were available.

Several classifications show an unusually large percentage of increase in new firms, together with a very small number of firms dropping out during the year. Thus a very active interest is shown in 10c Bar Goods, Fancy Package Chocolates, Cordials, Cream Mixtures, Fudge Work, Fancy Stick Hard Candies, Iced Goods, Nougats, Salted Nuts, Penny Goods, Seasonal Candy Specialties, Christmas Candies (Fancy Packages) and Vending Machine Candies. Hard candies of all types seem to be attracting the attention of candy manufacturers who previously confined their entire attention to other types of goods.

The increasing interest in package goods evident for several years past is reflected in the Directory listings, which show that many firms entered this particular market during 1937.

Percentage Changes in Number of Firms Making Various Types of Candy

(Based on listings in annual Directory of Confectionery Manufacturers, which lists the larger wholesale-manufacturers.)

Interpretation: Take Fudge Work as an example. The third column shows that the 1938 Directory lists 8.3% more names of manufacturers as makers of fudge than appeared in the 1937 Directory under the same listing. Also, 19.8% (see first column) of the names under this classification in the 1938 Directory were not listed under that classification in the 1937 Directory, this representing the number of firms who during the previous year entered into fudge work. The number of firms that were making fudge in the previous year, but not making fudge this year represents 11.6% (see second column) of the number listed.

Product	Manufacturers Who Have Added Line During Past Year (%)	Manufacturers Who Have Discontinued Line During Past Year (%)	Net Gain, or Loss (—)
	(%)	(%)	(%)
Bar Goods			
1c Bars	20.1	20.1	0
5c Bars	12.2	13.4	-1.2
10c Bars	37.7	15.1	22.7
Bon Bons	23.2	18.9	4.3
Butter Scotch	18.4	32.7	-14.3
Caramels	19.0	20.7	-1.7
Chocolates			
Bulk Chocolates	15.0	12.7	2.3
Cherries (Chocolate Covered)	25.0	26.4	-1.4
Nuts (Chocolate Covered)	21.5	15.9	5.6
Fancy Package Chocolates	18.4	11.5	6.9
Moulded Chocolate Goods	20.8	18.7	2.1
Solid Chocolate Goods	14.6	19.5	-4.9
Coconut Goods	18.5	13.7	4.8
Cordials	36.1	19.4	16.7
Cough Drops	12.8	19.1	-6.4
Cream Work			
Butter Creams	25.0	21.2	3.6
Crystallized Creams	13.6	16.0	-2.5
Cream Mixtures	15.2	7.6	7.6
French Creams	18.2	14.3	3.9
Fudge Work	19.8	11.6	8.3
Glace Candy	20.0	30.6	-10.0
Glace and Stuffed Fruit	13.3	10.0	3.3
Gum and Jelly Goods	17.5	13.1	4.4
Hard Candies			
Fancy Stick Hard Goods	26.4	10.3	16.1
Filled Hard Goods	19.4	15.5	3.9
Hard Goods in Glass Jars	29.8	17.5	12.3
Iced Goods	23.5	9.4	14.1
Kisses (Wrapped)	18.2	14.8	3.4
Licorice	24.0	16.0	8.0
Lozenges	3.6	14.3	-10.7
Marshmallows	20.7	19.5	1.2
Mints	24.8	20.4	4.4
Nonpareils, Chocolate	22.2	16.7	5.6
Nougats	23.5	10.3	13.2
Nuts (Salted)	29.0	4.8	24.2
Package Goods			
Fancy Box (No Chocolates)	29.2	20.8	8.3
Small Packages	18.0	14.7	3.3
Pail Goods	18.2	18.2	0
Pan Work	10.3	8.0	2.3
Peanut Candies	14.4	10.5	3.9
Penny Goods	13.6	8.7	4.9
Popcorn Specialties	22.2	11.1	11.1
Prize and Premium Goods	33.3	4.8	28.6
Rum-Flavored Candies	22.6	25.8	-3.2
Seasonal Candy Specialties	20.6	12.9	7.7
Christmas Candies			
Candy Canes	18.5	16.9	1.5
Christmas Stockings (Filled)	16.7	20.8	-4.2
Clear Candy Toys	12.5	37.5	-25.0
Fancy Packages	28.3	16.2	12.1
Suckers	11.9	12.6	-0.7
Sugar Wafer Work	28.6	9.5	19.0
Taffy (Salt Water)	22.0	24.4	-2.4
Toffee	14.9	21.3	-6.4
Vending Machine Candies	23.5	13.2	10.3

● Combined Views of
the Ipnos Factories.

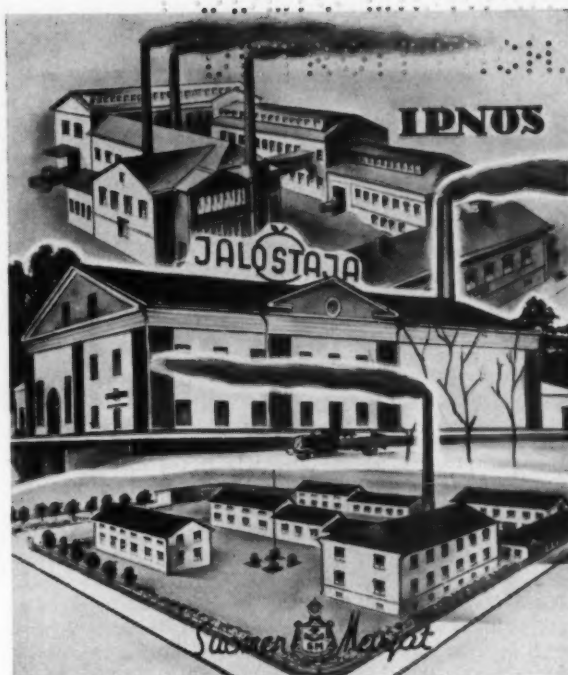
"Little Journeys to Candy Plants Around
the World"

The IPNOS PLANT at Turku, Finland

Description of a Finnish sweets factory, with
comments on Finnish sweets and packings

By **UUNO KORPELA**
Sales Manager of Ipnos

I WOULD like to draw your attention to a country of which the average American knows very little. Finland is the country I have in mind—the country that alone has paid her debts to the U. S. A. continually and regularly. The days are past when the Americans thought that Finland was the home of bears, wolves and, perhaps, of Nurmi the "Flying Finn"—a country where the sturdy savage bit into his hard bread and dried fish. As a matter of fact, Finland is one of the most highly developed and



Ipnos and the fruit and berry preserving companies have their own show-rooms, large store-rooms and sales office in Helsinki, the capital of Finland.

prosperous countries in Europe. We could write volumes on the progress made by Finland during the last few years; particularly in the development of her industry, which can already show top-notch figures in certain of the world's statistics.

But let us confine ourselves to the matter in hand. I want to introduce to you the Finnish sweet industry, and at the same time to Finland's youngest and lustiest sweet factory and crisp-bread baker—IPNOS Oy. Although this year marks the 25th anniversary since the foundation of the firm, IPNOS has developed into one of the leading enterprises of its kind, all in the short space of only one year.

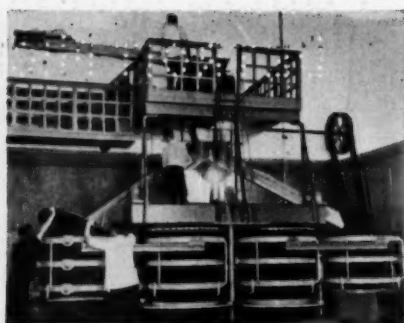
On October 1, 1912, Arthur Vilen founded the Ipnos bakery at Turku, the former capital of Finland. The name IPNOS is derived from the Greek, and means a baking oven. IPNOS was the first bakery in Finland to give a name to its bread. This created confidence among the general public and played a big part in popularizing crisp bread.

The Turning Point for Ipnos

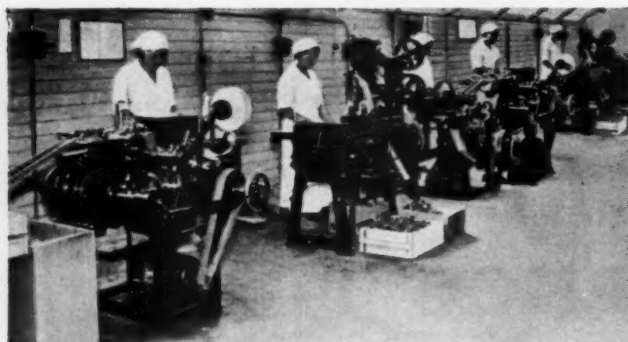
IPNOS reached a turning point in its history in the fall of 1935. The concern was then taken over by Heikki Huhtamäki and his associates with whom he had hitherto controlled various sweet factories. The new owners added to the bakery an absolutely modern chocolate, licorice and biscuit factory. The additional buildings, which covered an area of about 40,000 sq. ft. and comprised work-rooms for the greater part, were completed together with their chocolate, sweet and biscuit machinery, in under four months.

This must be considered very quick work under European conditions, but more was yet to come! The sweet departments started up on January 14, 1936. Some six weeks later they were working day and night.

The basic reason for this success was the fact that despite his comparative youth—35 years—Haikki Huhtamäki was widely known as an exceptionally efficient expert in this trade. As a representative of the second gen-



Large press at the Jalostaja fruit preserving plant. Output about 40,000 kg. of fruit per 24 hours.



Automatic wrapping machines.

eration in a family interested in the sweet trade he had traditions to live up to (this is also the case with Mr. Gardberg, the technical manager, whose father, too, was in the same trade).

Ever since his youth Mr. Huhtamäki has taken an active part in developing the Finnish sweet and fruit preserving industry. At present he is also chairman of the Board of Directors of the firm Puutarhatsuotteiden Jalostaja Oy., a factory engaged in preserving berries and fruit, and in manufacturing marmalade, jam, canned goods, fruit-juices, etc. He also occupies the same position on the Board of Suomen Marjät Oy., a firm manufacturing alcoholic wines and liqueurs. Mr. Huhtamäki takes a very active interest in the working of these firms. It can be said without exaggeration that Mr. Huhtamäki is the most prominent representative of the young Finnish sweet industry. The experience gained during his work in several European factories and on his visits to such distant lands as Japan and U. S. A. led customers of the firm to expect something of an outstanding nature from him. They did not have to wait long before even the leading concerns in Finland began to imitate the IPNOS products and methods.

A Forward Step in Packings

Up till about thirty years ago large quantities of sweets were imported into Finland from Russia, and since those days Finnish sweet manufacturers have kept tenaciously to the old Russian style of packing (generally hard sweets packed in large tin boxes, or chocolates wrapped in paper and sold "loose") without having the enterprise to "westernize" these packing methods. IPNOS, however, took the plunge and succeeded. Finished packings—factory packings—which saved the retailer's time and scale losses, were received with open arms.

But IPNOS packings meant more than this. They were colorful and practical works of art in miniature, the

products of a keen imagination. The customer could "fall in love with them at first sight." They were salable! Several IPNOS packings were on view at the International Exhibition of Modern Packings organized by the periodical "Shelf Appeal" in London last fall. Their original and artistic appearance attracted considerable attention. Because of their practical utility, certain of them were patented.

New to Finland are also the containers made of aluminum-backed cardboard for biscuits, waffles and licorice introduced by IPNOS. The metal containers hitherto used in Finland were not natural to a country which does



Section of the dragee pan rooms.

not produce metals. On beginning the manufacture of sweets IPNOS took up the elegant, new packings of corrugated cardboard, and it now appears that the other Finnish firms engaged in this industry are beginning to abandon the old, heavy and clumsy wooden boxes in favor of cardboard.

"Quality Is the Best Policy"

We are not qualified to criticize our own quality, but the general public has expressed its opinion of IPNOS products. We are very proud to say that this opinion has been favorable in the extreme. There can be different opinions as to matters of taste, but the fact remains that the majority of the general public, and the power of suggestion which they wield over the minority, determines the popularity of a product. We have based our work on this fact.

Although the sweet manufacturer affirms to all and sundry that his products are manufactured from the finest raw materials on the most modern machinery under the utmost hygienic and up-to-date conditions, his path to success may be far from easy unless those buying his products keep coming again for more. It is natural, of course, that excellent raw materials treated in the correct way produce the best results; at least that is the conclu-



Store-room in berry-preserving factory.

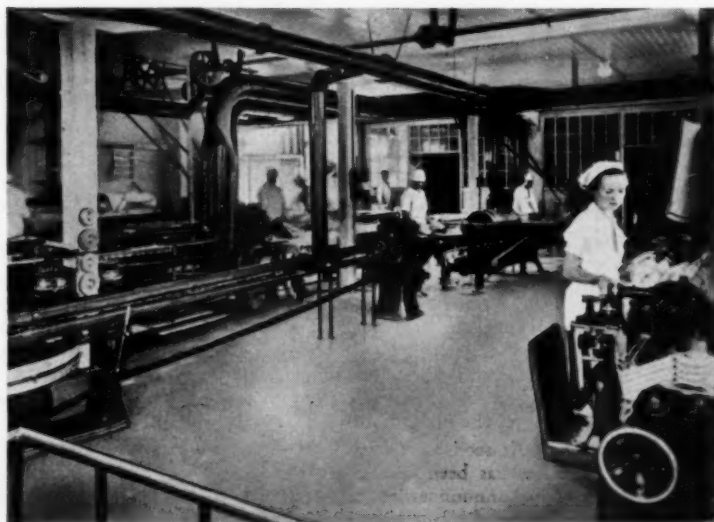


(Left) Ipnos introduced modern packings into Finland.

sion that we ourselves have come to. To our minds, however, the root of the whole matter lies in the discovery of that "cultivated" and harmonious aroma and quality that attracts the majority. In a country such as Finland, where the market, owing to the small population, is restricted, but where the products of the sweet manufacturers consists of hundreds of different qualities of pralines, sweets and caramels, the technical ability of those in charge must be of a very high standard in order to produce something that will find a steady sale. For this reason the staff and other employees must be as efficient as possible.

IPNOS has realized this and has taken energetic measures for training for itself numerous managers and foremen. The firm employs many young men with a good education behind them. In addition to their practical work they are encouraged to acquire additional technical knowledge by attending lectures, and in many cases IPNOS sends these young men abroad to foreign specialized factories in

(Below) Manufacturing sweets in the Ipnos factory.



The shipping room.

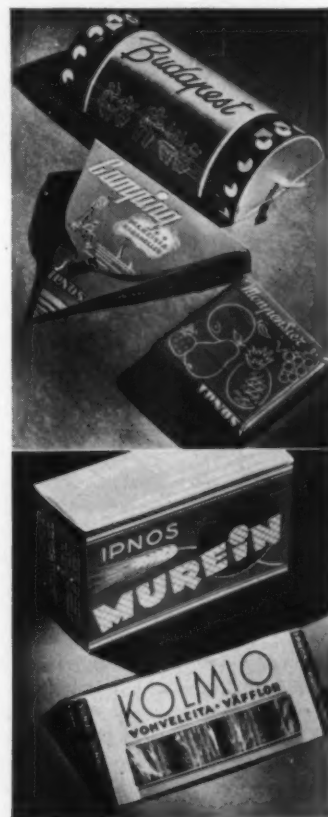
order to put the finishing touches to their industrial education and to broaden their outlook.

The development of the employees is facilitated by applied American methods and by the specialized training given to the more responsible foremen. The firm also has its own extensive library of technical works, in which apart from Finnish, English, German, French, Swedish and Russian works, four periodicals are represented. The most important pages have been translated into the Finnish language.

IPNOS, of course, pays great attention to its raw materials, all of which have to pass very stringent scientific tests before use.

A comparison of the general Finnish quality of sweets with corresponding foreign products shows that Finnish

(Right) Ipnos packages displayed at the International Exhibition of Modern Packagings.



sweet manufacturers can compete on equal terms with the best in the world. Finland, of course, has her own specialties, and certain types of sweets are firm favorites with the general public. A delicate aroma and mellow quality is, for example, a characteristic of Finnish chocolates. Bitter chocolate is sold in fairly small quantities. Toffees, and their like, have begun to make headway only of recent years, but chewing-gum has never become popular. In general the aroma must be fresh, but "refined," and of a natural blend. Peppermint, for example, is only taken in the form of cough pastilles, but together with chocolate is unsalable. Strongly flavored sweets are also unpopular. IPNOS, of course, has its own qualities for export purposes. These naturally conform to requirements on the market for which they are intended.

Cleanliness and Hygiene

IPNOS is a plant where every square foot is utilized. It is true that the outward appearance of the plant is not tremendously imposing, but what it lacks in size it gains in cleanliness. All factory and office buildings are painted inside and out with the pleasant IPNOS color; the walls are pale cream and the equipment a cherry red, giving a very pleasant effect.

On entering the IPNOS plant the first thing that



Old-fashioned packings for sweets.

catches the eye is its cleanliness. Cleanliness shows itself everywhere, the shining copper, nickel and chromium surfaces of the equipment adding to the general effect.

A characteristic of Finnish sweet factories is that, in general, the work-rooms are not large. This can be attributed to the fact that, as mentioned above, the production of Finnish sweet factories is greatly varied. IPNOS manufactures, for example, chocolate in slabs, pralines, paper-covered sweets, figurettes, etc.; sweets filled and unfilled, paper-wrapped and without wrappings; toffees, various types of dragees, licorice, biscuits, waffles, and crisp bread. All these have a tremendous number of different grades, shapes, tastes, etc.

IPNOS, by the way, is the only large Finnish sweet manufacturing concern with a centralized and more restricted variety of sweets, but the keen competition between the various Finnish sweet producing concerns enforce certain restrictions to this development. Anyone accustomed to the trade will note on visiting the IPNOS plant that manufacture is mechanized to a very large extent, and that the machinery is the last word in modernity. The main part of the production is never touched

by hand. IPNOS also has certain machines for packing some of its products.

Nothing is neglected from the point of view of hygiene. The workrooms are light and airy. All cooking and baking is done by steam, gas or electricity; coal is not used. Damp cleaning is continuously carried on in the work-rooms; the employees are subjected to strict control from morning to evening. Every new employee is given an examination by the firm's doctor, who also makes a daily tour of the factory. A special nurse deals with such matters as care of the nails and hands, cleanliness of the clothes and hair, etc.

All employees are dressed in white uniforms and hats, men and women with their own special type. They are made to realize that they are manufacturing products to be eaten. The dressing rooms and canteens are well ventilated and removed from the work-rooms themselves. The firm is at present concentrating on the organizing of social welfare schemes for its employees.

Distribution of the firm's products is through wholesale firms and retailers. The arrangement is flexible and cheap; invoicing, for example, is with only some 200 large wholesale firms, which in turn sell to the retailers. Under this system, credit losses are reduced to the minimum.

Necco Introduces New Type of Candy Bar

The New England Confectionery Co. this month is introducing to the American public one of the most unusual 5c candy bars that has ever been created. This candy bar, which has been named "Sky Bar," is a chocolate-covered bar, containing four separate centers, each entirely different in flavor and character. Not only is this bar unusual in this respect, but the manufacturer says that it contains more than 50% of unusually fine chocolate coating.

The four centers, which Necco believes will appeal to grown-ups just as much as to youngsters, are: English toffee, French parfait, nut butter toffee, and nougat. Each section, containing one of the centers, may be broken off without disturbing the remaining sections.

In their quest for a new and different 5c candy bar, the New England Confectionery Co. became interested in a unique bar which in a short time had achieved a truly sensational volume of sales all over Europe, particularly in England.

Believing that this bar might be further perfected, and introduced to the American public successfully, the New England Confectionery Co. secured the rights for American manufacture, together with patented machinery, and after many months of submitting the bar to every practical test, went into production in Cambridge.

"Sky Bar," the new product, was given a thorough sales pre-test among consumers, retailers and jobbers, and was put on sale in several cities. Without the aid of publicity or advertising, except for posters on retail store windows, re-orders from retailers were remarkable.

The bar itself is packaged in an attractive glassine wrapper, sealed at the back and both ends. This wrapper is so designed as to retain the factory freshness of the product. The design of the wrapper, both as to lettering of the name and the color combination, is one which will stand out more than well in any counter display in a retail store, the manufacturer claims.

As soon as the work of distribution of this new candy bar has been completed, the New England Confectionery Co. announces that it will back up this distribution with forceful advertising and sales promotion.

A MICROSCOPE "SCREENING TEST" FOR EVALUATING THE SMOOTHNESS OF CHOCOLATE COATINGS

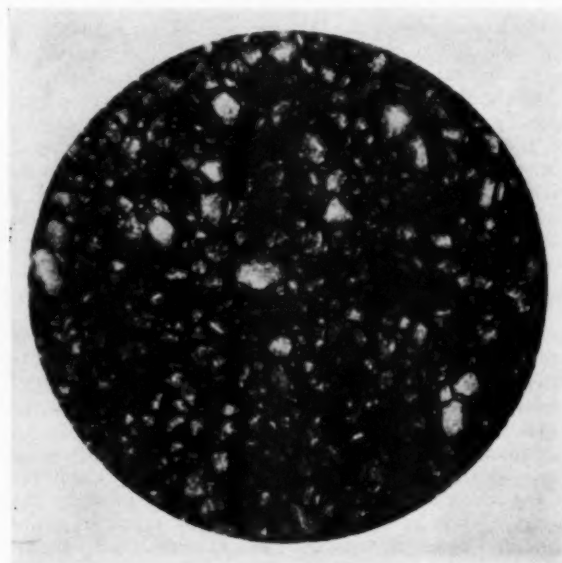
By A. ADAMS LUND

Research Director, Lund Laboratories, New York City

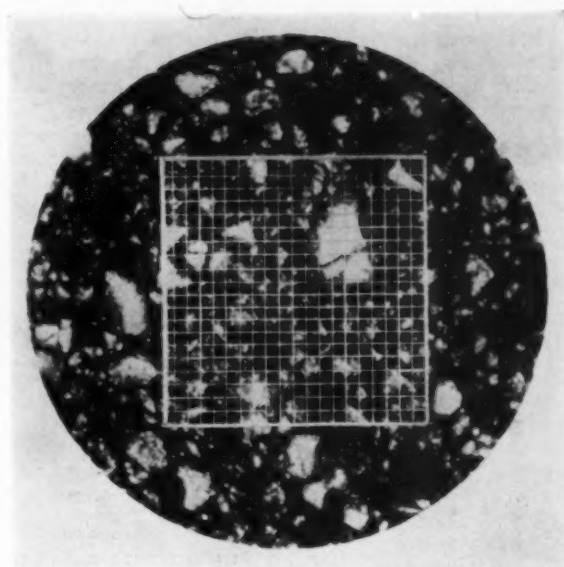
IT was not many years ago that one of the larger chocolate coating manufacturers announced to the trade that they would henceforth be in a position to supply chocolate coatings of *standardized fluidity*. That created quite a stir. Today, practically all of the larger coating manufacturers practice some form of viscosity control, and uniformity of fluidity and guaranteed covering power have come to be taken more or less as a matter of course by the buyers of chocolate coatings.

Later, a somewhat analogous step was announced by another chocolate refiner. It had to do with *color standardization*. In their brochure, all coatings were graded by color, each item being said to have been adjusted to a definite color standard. One may, of course, infer that this development has not yet advanced to the point of matching successive refinery batches by any such elaborate processes as color filtering or photo-electric cell control, but stop to think now: before the industry is through with the color standardization of coatings, may it not indeed have come to this?

Whether these manufacturers were the first to develop or the first to practice on a commercial scale these respective forms of standardization is of relatively little moment; what interests us right now is that these de-



Straight particle counts may be highly misleading. A few "factually coarse" particles in an otherwise smooth product may give a rougher-tasting chocolate than a larger number of moderate-size particles. The microscope "screen analysis" takes this into account.



A ruled micrometer disk inserted in the microscope eyepiece is the only auxiliary equipment needed for the "screen test".

velopments have occurred, and that each has opened up a new field to the systematic control, classification and standardization of chocolate coatings.

Other Standardizable Factors

In at least two other major particulars, standardization of the physical attributes of chocolate would seem reasonably warranted: *smoothness* (i.e., particle fineness and uniformity of milling), and *taste*.

Man's gustatory sense is still the best instrument ever devised for appraising the taste of a coating and insuring uniformity from batch to batch, so we may as well dismiss this factor until some more enlightened generation comes along with a never-erring robot to take over the job.

But the control and evaluation of smoothness—something *could* be done about that. As a matter of fact, a great deal *has* been done about it; and what seems to be lacking now to make the technical standardization of particle fineness an actuality is not the equipment for producing uniform and controllable results, nor the optical instruments for correctly observing the results. Rather, there is apparent the lack of a suitable method of conveying to others by means of figures a sufficiently lucid and

accurate picture of what the eye at the microscope actually sees.

There is nothing either new or revolutionary about the application of microscopes and micro-projectors in chocolate coating factories to the routine determination of particle fineness. The larger refiners have been using these instruments now for a number of years.

The "Counting Room"

The plant chemist will take you off to some corner of the plant and proudly show you the "particle counting room," where routine inspections of coatings are made by projecting the magnified fields on a screen; and probably some of these chemists have in fact attained the proficiency in interpreting these screen pictures which they claim, enabling them to identify their own coatings by peculiarities in the general contours, arrangement, character of fracture, or distribution of the ground particles!

But valuable as the microscope's contribution has been in uncovering differences in the working characteristics of raw materials in the control of coating quality and correction of faults in the refining process, no one has yet essayed to produce a coating of guaranteed particle count or to work to a standard degree of fineness comparable to the accuracy in fluidity control made possible by the MacMichael viscosimeter. Yet there is no reason whatever today why this should not be possible.

SAMPLE TALLY SHEET

FIELD	<3>5	<3>4	<4>3	<3>2	<2>1
1		1	11	1111	1111
2			1	11	1111 11
3	1		1	1111	1111 1111 1111
4			111	11	1111 1111 111
5				1111 11	1111
6		11	11	1111 1	1111 1111 1111 1
7			1	1111	1111 1111 1111
8			1111	111	1111 1111 1111 111
9			1	1111 1111	1111 1111 1111 1111
10			11	1111	1111 1111 1111
TOTALS	1	2	17	47	147

Where the disintegration of the particles in the mixtures is such that a relatively uniform size of particle results, a simple count of the number particles which exceed an arbitrary maximum size, or which appear within a given compass, may accurately reflect the relative fineness or coarseness of the mixture. But where the particles are predominantly large or vary widely as to size, it is practically impossible to present an accurate picture of the fineness attained in the milling process. Not infrequently the reading will convey a meaning exactly opposite to the true condition of the coating, as, for example, where the grinding of the product has been irregular and non-uniform, resulting in a comparatively low count but comprising extremely large particles.

New Technique Needed

A simple count is therefore manifestly inaccurate and at times highly misleading. So also is the method of dissolving out the solubles and determining the weight of the grits retained in wire cloth basket. In the course of our instrumental work on chocolate coatings it early became evident that if a way was to be found to standardize the smoothness of coatings, it would be necessary to work out some method of taking the readings whereby the counts could be dependably correlated with the actual

degree of fineness and uniformity achieved in the grinding processes.

We accordingly developed, and have used uninterruptedly in our own laboratories ever since, a method of *particle size grading* comparable to the screening test which is used on commercial granulated sugars. It takes into account the relative *area* of the particles, gives a truer picture of the physical condition of the coating and reflects with greater accuracy the "smoothness" of a piece insofar as its tactual reaction in the mouth is concerned.

How to Make the Readings

A micrometer disk, ruled in squares of 0.5 mm., is inserted in a 10X eyepiece and used in conjunction with a 43X objective. To facilitate estimation of size and reduce eyestrain on the part of the operator, a special disk may be ruled up for the purpose, having every third line more deeply scored than the two preceding.

A tally sheet is prepared, and as the counting proceeds the operator takes into account the number of squares which the area of the particle approximately covers. He counts only those particles which are one square large or larger in size; and as he counts each particle, he places a mark on his tally sheet in the appropriate column, thus designating it as a particle of an area equivalent to more than one square but less than two squares, more than two squares but less than three squares, etc. The result is in effect a "screening test," the final figures accurately reflecting the uniformity of milling as well as the fineness or coarseness of the product as it would be apprehended in the mouth.

Particles not wholly within the rectangle, or area marked off by the squares, but coming in contact with the lower and right sides of the rectangle are counted; particles touching the upper and left sides of the rectangle are omitted from the record of that field.

To perform the test in the manner indicated requires very little additional effort on the part of the operator over the old method of straight particle counting; and with a few minutes of practice, determinations can be made skillfully and quickly.

Ten fields are scanned (twenty, if preferred) in arriving at the composite tally record for each coating sample under examination. At the conclusion of the examination the tally marks are totaled, divided by the number of fields, and the results reported on an appropriate form.

When readings are taken in this manner, every reading means something, may be integrated or compared in terms of readings taken by other operators, and a permanent record of the fineness and uniformity of the sample preserved for future reference.

Readings such as these permit the refiner to regulate the smoothness of his coatings through an adequate and recordable system of particle fineness control.

Price vs. Quality

To him "standardized smoothness" means a new standard upon which to evaluate the quality of goods honestly made and honestly refined. To the coating user, it offers a valuable check upon lowered quality resulting from price-cutting.

Reduced milling is a not unknown concomitant of price warfare in the coating industry. Usually the buyer is not aware that the one is so quickly followed by the other. When he is able to visualize by means of a dependable "screening test" such as I have described, exactly what each eighth of a quarter of a cent reduction in price means in terms of refining quality, he will be in a better position to judge whether "the game is worth the candle." Proper refining costs money and the buyer should realize it and be prepared to pay for "value received."

Ramblings Among the Flavors . . .

By CONRAD SPOEHR

IT is my belief that the consumer of confections is extremely flavor-conscious. While texture, color and other physical characteristics have some influence on the consumer's reaction to the confection, yet if we were to say that one property or one ingredient in the candy would be placed paramount to all others by the consumer himself, flavor would be selected for first place.

In their intensive rush to build up tonnage, confectionery manufacturers often overlook the fact that less emphasis on tonnage and more attention to flavor will give more satisfaction to the consumer, and everybody will benefit, including the jobber and retailer, if satisfaction means repeat orders.

Sugar, corn syrup, eggs, nuts, and other component parts of confections merely serve as "vehicles" for the flavors. As one manufacturer has put it, each piece of candy is a little bottle of flavor and, as such, merits all the attention and scientific care one can give until the proper proportion of flavoring has been reached.

Surely part of the flavor and its acceptance is in a measure controlled by the sanitary methods employed by the producers.

Our English cousins have had a great deal of experience in developing their toffees. That these have become justly famous is because of the great care exercised in choosing not only the right kind of butter but the fact that they select the sugar from among 18 to 20 different kinds in order to make sure that they get the one which when cooked with the butter and cream will give the proper flavor.

Some years ago the careful and painstaking confectioner found it necessary to import citrus oils produced in Messina, Italy, and even today no finer flavors of this type can be secured anywhere. But, as in everything else that America attempts, we quickly equal or exceed the foreign product. Consider the very excellent citrus oils that are now being produced in California.

Flavors in Nuts

Only 25 years ago, the entire almond output of California was not greater than the requirements of the two largest almond-buying concerns in the United States. That is no longer the case, as we all know, and it is a distinct credit to the almond growers of California that they have shown infinite care in the production, sorting and packing of these nuts. The development of flavor has not been forgotten.

Many manufacturers who are striving for better and new types of candies are of the belief that the next decade will witness a great development in new flavor combinations, particularly in the use of different kinds of nuts for specific types of candies. In this connection, it would not be amiss to point out that when dipping chocolate nuts it is well to use a sweeter coating than one would

ordinarily employ when dipping creams and hard centers.

Many manufacturers do not realize that when melting down milk chocolate coating they will invariably kill that fine milk flavor through overheating. Milk coatings should not be given more heat than is absolutely necessary.

The finest marmalades are supposed to be made in England. It is of interest that these careful English people import from Seville, Spain, practically all the oranges used for this condiment, because only the Seville oranges possess the peculiar and particular flavor desired.

Care in Selecting Ingredients

Some of our largest confectionery manufacturers are now giving consideration to determining definitely where the finest ingredients, or at least those most adaptable to particular candies, can be secured. There is a difference of opinion as to which molasses is the better—the Louisiana or Porto Rican. There are those who prefer Hawaiian pineapple, and others who will use only pineapples from the Bahamas. The so-called Maraschino cherries have been so doctored and maligned that no cherry tree could recognize its offspring.

All this will be changed through the necessities of competition, which will again cause the manufacture of candy to revert to the fine art that it once was.

I am saying the subject of butter to the last. A more widespread use of butter in confections has been restricted owing to its becoming rancid so easily, this of course applies particularly to the large wholesale candy plants. But in the many laboratories now found in candy plants, the manufacturers are learning that certain precautions can be taken by using certain natural substitutes for butter which leave no rancid taste when used in candy. There is room for much work in this particular respect.

Butter Flavor

Some of the old-school confectioners thought that by using a stale or old butter they could get "more flavor," but this idea has been disproved by chemists. Bakers and confectioners are learning that so-called butter flavors, while often surprisingly appealing, never can replace the original product.

Only recently has it been discovered that through the use of a "butter culture" could a flavor be created that approaches the taste and bouquet of the original dairy product.

This "butter culture," made from fresh 92-score butter and having 5 to 10 times the strength of ordinary dairy butter, is not used as a substitute for butter but rather as a butter flavor to bring out as "seasoning" the delicate flavor and aroma akin to real dairy butter, in the case of caramels, toffees, so-called butter cream goods and chocolate butter creams.

An earnest and intensive study should be made of the essential elements which make up all butters, and for this reason it is important to understand the reason for, and the meaning of, butter "scoring."

Butter "scoring" is an attempt to express by a figure the grade or quality of the butter at the time it is "scored." The butter grader takes samples from the lot and tests

(Turn to page 38)



CONRAD SPOEHR



EDITORIAL

Raw-Material Prices During 1937

THE prices of ingredients entering the making of confections tended to be lower at the end of 1937 than at the beginning of the year. Gelatin and flavoring extracts showed no variation in prices of any consequence during the year. Other important ingredients reached peak prices either in the middle of the year or near its close, but ended the year with prices the same or lower than when the year started.

Refined cane sugar held quite steady through most of the year at 4.75 and 4.85 cents per pound, base price. A low of 4.50 cents was reached in early September, followed by a high of 5.10 in November, after the processing tax was imposed by Congress, but the year closed with a price of 4.85. Freight rates recently approved by the ICC have affected the rate on sugar in many sections of the country. The prepaid rate on bags at Chicago is now .376 compared with the former rate of .309. For barrels and boxes, the rate is .398, compared with the old rate of .327. Corresponding increases have gone into effect in many other places.

Chocolate for coatings closed the year with prices running 3 or 4 cents below those at the start of 1937. Cacao beans declined steadily in price throughout the year, with the result that the farmers on the African Gold Coast are withholding their crops awaiting higher prices. Arrivals of cocoa in the United States during 1937 totaled 183,270 bags as against 487,432 bags in 1936. Nevertheless, warehouse stocks have not reached such a low point as to cause excitement. The year's closing prices were less than half those in effect at the beginning of the year.

Peanuts have varied from $5\frac{1}{2}$ to $6\frac{1}{2}$ cents throughout the year. The New York Produce Exchange is soon to start futures trading in peanuts.

Corn syrup in barrels (Chicago prices) held steady at \$3.37 until April, and reached a peak of \$3.92, which prevailed in May to July. Since then the price has declined, closing the year at \$2.62, which is the lowest price recorded since the summer of 1934.

The Sugar Act of 1937 went into effect on September 1 and imposed a tax equivalent to 0.535 cent per lb. on manufactured sugar. This tax does not apply to export candy; and where the tax has been paid by the refiner or importer, the exporter is then entitled to a refund of the tax.

Clinic Packages Must Be on Time

AT ALMOST every meeting of the M. C. Candy Packaging Clinic Board, a few packages of candy intended for the clinic are received too late to be given proper consideration. For the January Clinic, all packages must be received not later than January 24, at

the offices of The Manufacturing Confectioner Publishing Co., 400 West Madison St., Chicago. Packages should be filled and submitted in duplicate. A total of 140 packages have been analyzed and reported on by the Candy Packaging Clinic since its inception.

Washington Legislation

BUSINESS won't find much encouragement in the news that the Federal budget will be unbalanced for at least another year, and in certain legislation (for example, a measure requiring the licensing of all businesses) that is to come up for consideration during the present session of congress.

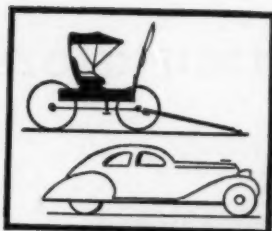
On the other hand, the new revenue bill will drop the undistributed profits tax on small companies; at least, the subcommittee has agreed on that change, together with the changing and dropping of some nuisance taxes. Pending the smoothing out of the AFL-CIO controversy, nothing of importance is being done on labor legislation, but it is indicated that the Administration has something in mind on the order of the Railway Mediation Board, which would have authority to compel arbitration and mediation before strikes.

The Food and Drug Bill is still in the House Committee, and its fate will depend on the outcome of the Federal Trade Amendments Bill, which passed the Senate in the first session and is to be voted on by the House January 12. This latter bill, known as the Wheeler-Lea measure, is intended to extend the jurisdiction of the Federal Trade Commission to include false and deceptive acts and policies, irrespective as to whether or not there is any element of competition involved, and therefore would include food advertising.

The Manufacturer-Retail Separation Bill (H.R. 4722) from all indications will be modified before reaching the House floor. This bill is designed to prevent manufacturers from retailing their own products. It is aimed at the chain stores, and it is quite likely that confectioners and certain other businesses will be exempt. Another Anti-Chain Bill is coming, and will be introduced in the House about January 17; the author is Representative Wright Patman, of Texas.

The prominence being given to the control of labor standards and monopolies, both of which could be reached by the licensing route, is giving encouragement to the sponsors of the O'Mahoney-Borah Federal Licensing legislation, who are watchfully waiting play-by-play developments and moving slowly.

THE MANUFACTURING CONFECTIONER has established direct touch with the Washington situation through an organization which has gained an enviable reputation among Washington reporting agencies for its accuracy and speedy service on all matters. Through this connection, and other reliable sources, our readers will be kept informed of the latest activities and trends affecting legislative, judicial and administration matters.



You can't sell buggies in a streamline age!



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SOME GRAND
NEW CANDY.
HAVE SOME?

OH, IT'S THAT
NEW KIND MADE
WITH EXCHANGE
CITRUS PECTIN
—JUST LIKE JELLY
—IT'S MARVELOUS

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They want something
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If you want to profit *now*, dress up your line with *new merchandise*. People aren't interested in buying the same old stuff they've had ever since the Spanish War. That's why there are new model automobiles every year—why the railroads run streamline trains.

Pectin goods are *new*. Clear, sparkling, colorful—they have new eye-appeal. Tender, tangy, delightfully zestful to eat. They give a new taste thrill. They're the kind 1937 quality buyers like and will pay for.

And best news of all—they keep your costs down. Exchange Citrus Pectin, world's best for confectioners, is selling today at lower prices. It's easy to handle, sets quickly. You get a day's run out in a day. Requires no drying room. Longer shelf-life, too.

Send for *free sample*. Don't take our word for it. Prove it for yourself. Use coupon—today!

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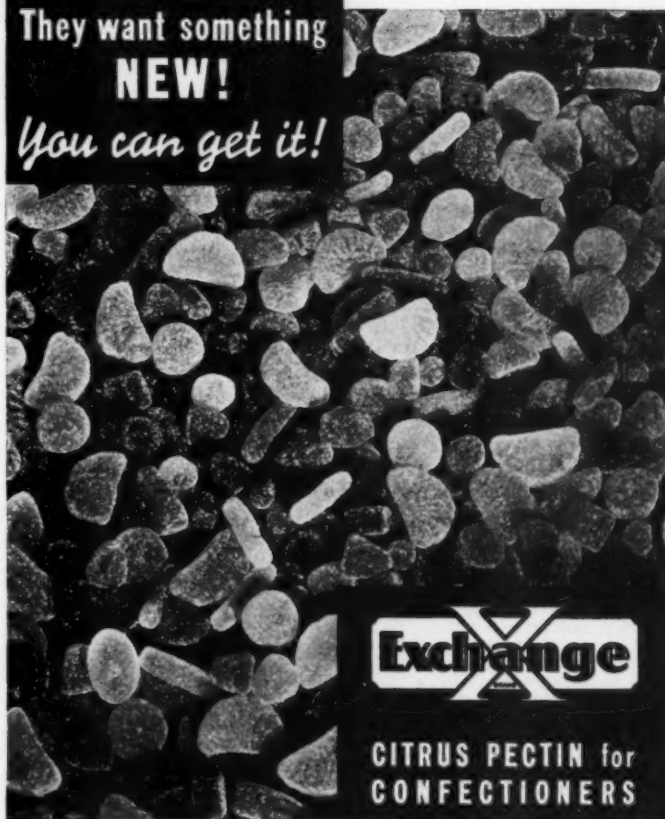
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Take Care of Your Motor Commutators

AND YOU'LL SAVE MONEY, SAYS

L. E. MILLER

Electrical Engineer, The Reliance Electric & Engineering Co.

THE proper care of direct-current motor and generator commutators is a highly debatable subject. Nearly every maintenance engineer has his own pet methods which he is prepared to defend against all others. The following suggestions are put forward merely as the result of experience based on many thousands of machines.

In practically all cases the machine should be put into service in the condition it is received from the manufacturer. It has just been thoroughly tested, the brushes well bedded-in to fit the commutator contour, and the commutator itself finished to as high a degree of perfection as is possible without actual long-time running. It should, however, be very carefully watched during the first six months' service; because it is during this time that it is being finally polished by the action of the brushes, and is—ought to be—assuming the glossy and generally chocolate-brown appearance which promotes long-wearing characteristics both for the commutator and for the brushes. Unless burning or roughness appears, therefore, the commutator should not be touched with any grinder sandpaper.

Roughness

If any roughness or burning does appear, however, the trouble should be immediately investigated and eliminated. Insufficient or excessive brush pressure, high mica projecting above the commutator bars, overloading, whipping of belt, uneven gears, vibration caused by the machine on which the motor is mounted, or unequally bedding brush surface, should be looked for and corrected. If roughness appears, as it may do even on the best of commutators because of the "seasoning" of the mica while running, or from flashing caused by excessive starting load or by high "dynamic braking" or heavy overload current, it should be removed by fine sandpaper—never by emery cloth, because emery dust will become imbedded in the bars and will cause them to become abrasive like a lapping block. If sandpaper will not remove the roughness, a commutator stone may be used. If this also fails, the only remedy is to re-turn the commutator in a lathe. Care should always be taken that no oil gets on the commutator surface. Such oils will be absorbed by the insulation and cannot be removed except by rebuilding the commutator and replacing the oil-soaked mica.

Lubrication

If, owing to brush-chattering or other cause, commutator-lubrication appears necessary, a small amount of paraffine wax may be used during the time the commutator is seasoning. When a commutator is first manufactured, the surface is covered with innumerable microscopic ridges. These ridges cannot be removed except by the wear resulting from actual running over a long period. While it has not been definitely proved what is the action of the paraffine on a commutator of this sort, it would seem that the material fills in the minute valleys between the ridges and thus tends to prevent excessive wear of the brush during

the seasoning-in time. If paraffine is used, it should be applied *very sparingly*, by putting it on a piece of canvas in so small a quantity that it barely causes stiffening of the fabric. After applying this canvas to the commutator surface the latter should be immediately wiped off thoroughly with a clean piece of canvas.

Undercutting

Most modern commutators are, of course, "undercut"—that is, the mica insulation between the copper bars is cut down slightly below their level in order to avoid the risk of the mica extruding high enough during seasoning to prevent the brushes from maintaining continuous good contact with the bars themselves and so causing sparking and wear. In regard to the undercutting, we ourselves lean towards the V-type of slot. The cutter producing this slot is built so that it not only removes the upper side of the mica itself, but also a sufficient amount of the adjacent copper edges to form a small bevel at either slot-edge. To give the best results, a slot of this type may be cut much shallower than the usual U-type slot. We hold no brief against the U-type except where the motor is operating in dirty conditions, in which case it will often collect dirt and dust and form a short-circuit between bars. On the other hand, the V-slot, being shallower and wider at the opening, is more likely to throw out the dirt than the U-type.

On some motors, however, it is not desirable to use a V-slot. This applies particularly to very small motors. In these cases the commutator is small in diameter, so that the wider slotting which is necessary for the V-type produces what is practically a number of rather flat pieces on the commutator. These are naturally apt to cause jumping and sparking of the brushes. A U-slot is therefore preferable.

In spite of the fact that many motors have been operated with insulation which is slotted and which is therefore flush with the commutator-surface, this would appear to be inadvisable on general-purpose motors.

After a motor has been manufactured, the seasoning and extrusion of the mica continue for quite a time. If, therefore, flush micas are used, it is necessary to employ abrasive brushes from the start of operation.

Charleston, S. C., Selected for Next S. W. C. A. Convention

Charleston, S. C., was selected by the board of directors of the Southern Wholesale Confectioners Association for the 1938 convention in a poll of the members of the board taken in December. Memphis, Tenn., ran a close second and Hot Springs, Ark., and Asheville, N. C., ran third and fourth respectively. The Executive Committee of the Association will go to Charleston some time in February to select the convention headquarters hotel and to make other preliminary arrangements for the convention.

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*Weather-
Harassed*

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Whether it be caramel, fudge, nougat or some other kind of batch, it can be mixed most economically with the

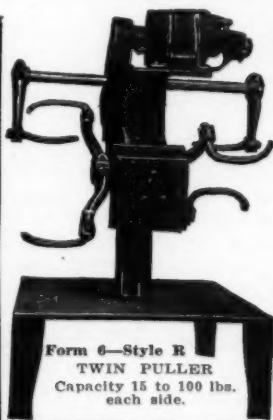
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TWIN PULLER
Capacity 15 to 100 lbs.
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**MAXIMUM
Capacity 200 lbs.
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Form 6—Style R—Twin Puller

- Minimum capacity 15 lbs. on each set of arms. Pulls either hard-boiled or soft-boiled goods.
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capacities from 5 lbs. to
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HILDRETH PULLING MACHINE CO.**
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NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

Homan Promoted to Sales Manager of Dodge & Olcott

The Dodge & Olcott Co., New York, N. Y., announces the appointment of Charles O. Homan as sales manager. Mr. Homan has been with the company for almost thirty years, having started as a boy in the office and occupying several positions before joining the sales department. For the last nineteen years he has been a salesman, covering New York, the Middle West and Canada. During the World War Mr. Homan served with the American forces overseas. Through his extensive knowledge of selling and contracting, and his likable personality, he has won the confidence of his coworkers, who have pledged him 100% cooperation.

Oscar M. Stout Joins Ross & Rowe

Oscar M. Stout has joined the sales and service staff of Ross & Rowe, Inc., according to an announcement from W. F. Schlesinger, vice-president. Mr. Stout is well known throughout the chocolate and candy industries and has had valuable practical experience in the production of chocolate and confectionery. This addition to the Ross & Rowe organization will broaden the company's scope of cooperation to chocolate and confectionery manufacturers.

Sherman P. Saunders Dies

Sherman P. Saunders, secretary of The Great Western Sugar Co., Denver, Colo., died on December 25. Mr. Saunders, who was in his 56th year, was also auditor and assistant treasurer of the company.

Goodwin Acquires New Duties

H. A. Goodwin, advertising manager of the Continental Can Co., New York, N. Y., has also become head of the new market research and development departments of the company.

Milwaukee Lace Paper Promotes Sykes

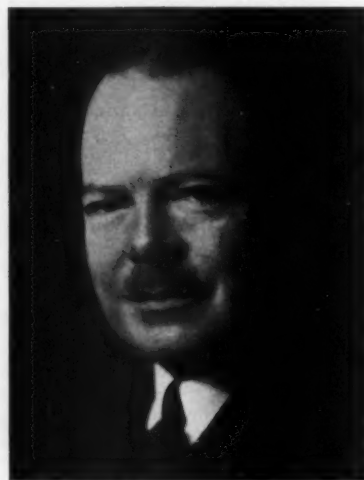
W. S. Sykes, of the sales department of the Milwaukee Lace Paper Co., Milwaukee, Wis., has been made sales manager.

Montgomery Advanced to Director and Secretary of Fritzsche Brothers

Announcement has been made through F. H. Leonhardt, president of Fritzsche Brothers, Inc., that John H. Montgomery, former assistant secretary, has been elected a member of the Board of Directors and Secretary of the company to fill vacancies occasioned by the recent death of A. D. Armstrong.

Before coming to Fritzsche Brothers in 1925, Mr. Montgomery was associated for some years with the Antoine Chiris Co., where he became vice-president. In 1918, while active in the Chiris concern, he helped to organize Capes-Viscose, Inc. After some months abroad studying European methods, he returned to this country to plan and direct construction of machinery and equipment for the first American plant devoted to the manufacture of vis-

John H.
Montgomery
Becomes
Secretary
of Fritzsche
Brothers



cose materials. As vice-president and general manager in charge of production and sales, Mr. Montgomery pioneered some of the earliest developments in the transparent cellulose cap industry. After the purchase of Capes-Viscose, Inc., by Du Pont, Mr. Montgomery joined the Fritzsche organization.

In 1930 he was made assistant secretary to Mr. Armstrong. Since then, in this capacity and in supervising the company's flavoring division, Mr. Montgomery's record has been one of conspicuous achievement. He brings to his new and enlarged responsibilities exceptional ability and experience.

Fritzsche Brothers also announce that stocks of their items are being maintained in their Boston office, which has been moved to 206 State St., where M. J. Pete Niles is branch manager. In addition to the change in the Boston address, a move has also been made affecting the San Francisco office, which is now located at 1325 Howard St., in charge of Stanley Crouch, Pacific Coast representative.

Reynolds Metals Moves to Richmond

Reynolds Metals Co. have moved their general offices from New York City to Richmond, Va., where they are located in the Federal Reserve Bank Building. The company will maintain an office in New York.

Packaging Machinery Manufacturers Hold Annual Meeting

The Fifth Annual Meeting of the Packaging Machinery Manufacturers Institute was held December 9, at the Garden City Hotel, Garden City, Long Island, N. Y. The following officers were re-elected: H. H. Leonard, president (vice-president, Consolidated Packaging Machinery Corp., Buffalo); vice-presidents: Wallace D. Kimball, 1st vice-president, Standard-Knapp Corp., and Morehead Patterson, vice-president, American Machine & Foundry Co.; secretary-treasurer, H. L. Stratton.

Carl H. Lambelet, president, New Jersey Machine Corp., Hoboken, N. J., was newly elected to the Board of Directors. Mr. Lambelet has been active in Institute affairs for a number of years, having served on the Code Authority

Something **NEW**

With a
SINGLE
Machine
you can obtain
CONTINUOUS
Marshmallow
Whipping . . .

The "New Departure" **MARSHMALLOW WHIPPER**

One Machine for One Mogul

Read These Advantages—

- (1) Continuous Whipping
- (2) Light, Tender Product
- (3) Continuous Mogul Capacity
- (4) No Handling—No Stoppage
- (5) Increased Production
- (6) Low Cost Operation
- (7) Small Floor Space

Write for details

Pending the establishment of sales offices,
please address your inquiry to

NEW DEPARTURE MACHINE
care of Manufacturing Confectioner Pub.
Co., 400 West Madison St., Chicago, Illinois

of the Packaging Machinery Industry and also the Paper Box Machinery Industry.

Directors re-elected for a three-year term were: Kendall D. Doble, vice-president, Pneumatic Scale Corp., Ltd.; Carl E. Schaeffer, sales manager, Stokes & Smith Co., and Wallace D. Kimball, 1st vice-president, Standard-Knapp Corp.

Program topics included "Tax Problems," "Advertising Costs" and "Sales, Problems, Policies and Trends," with leading manufacturers participating in the general discussion. Music and entertainment were features of the annual dinner.

The semi-annual dinner meeting of the Institute will be held on Tuesday evening, March 22, at the Palmer House, Chicago, on the opening day of the Packaging Exposition.

Kraft and Subsidiary Companies Consolidate Sales

The line of milk products made by the Ward Dry Milk Co. and the Collis Products Co., subsidiaries of the Kraft-Phenix Cheese Corp., and similar products made by the Dairy Specialties Division of Kraft, are now being marketed through a consolidated organization managed by C. M. Peterson, formerly general manager of the Ward and Collis companies and one of the organizers of the Dry Milk Co. in 1923. Mr. Peterson has been a member of the manufacturers' committee of the Dry Milk Industry since 1933, representing the National Dairy Products Corp. T. G. Wilkinson is sales manager of the combined organization, with R. J. Howat as assistant sales manager. Headquarters are at 400 Rush St., Chicago, the offices of the parent company. The personnel of the organizations involved will remain the same. The consolidation was

prompted by the close relation between the products marketed by the various organizations.

Rotary Pumps Designed For Viscous Liquids

A complete line of specially designed rotary pumps is now built by the Worthington Pump & Machinery Corp., Harrison, N. J., for viscous chemicals. They are ruggedly constructed to efficiently transfer such fluids as sugar syrups, glucose, molasses, sulphonated oils, animal and vegetable oils, fatty acids, tallows, glues, gelatins, glycerine, petrolatum, residuum, hot bottoms, mineral oils, greases, cellulose acetates and nitrates, viscose, rayons, cellophane and various film dopes.

These pumps are available in iron, bronze, monel, nickel, Everdur, stainless steel, aluminum, etc., for capacities up to 700 g.p.m., pressures up to 150 lb. per sq. in., and viscosities up to 500,000 SSU or 110,000 centipoises.

Grocers and Cannerymen to Meet This Month

The annual meeting of the National-American Wholesale Grocers' Association will be held in Chicago during the week beginning January 24, at the Congress Hotel. Their program is centered around discussions of consumer relations, legislation, and retailing. On Monday evening, January 24, they will hold a joint meeting with the National Cannerymen's Association, who are meeting the same week at the Stevens Hotel in Chicago, the topic of discussion to be "Modern Labeling—A Means of Better Relations With the Consumer." Milton W. Griggs, of St. Paul, well-known in the candy industry, is chairman of one of the sessions on relations between manufacturers and grocer distributors.

CONFECTIONERS' BRIEFS

THE SWEETS CO. OF AMERICA, INC., held their annual sales meeting at the Hotel Edison in New York City on December 16. A dinner was served at the International Casino. Sales representatives were present from as far away as the Pacific Coast. The greatly expanded merchandising and advertising plans for 1938 were presented by Aleck Abrahamson, sales manager.

JAMES COSTELLO, who inherited a fortune left by his bachelor brother, CHARLES W. COSTELLO, one of the organizers and former president of WEAVER-COSTELLO & Co., Pittsburgh wholesale candy firm, played Santa Claus by sending a check for \$5,000 to each of 21 second cousins, his total benevolence being \$105,000. Mr. Costello, known as the "John D. Rockefeller" of Lisbon, Ohio, where he lives, is the last survivor of an old Lisbon family.

THE RITTENHOUSE CANDY CO., Philadelphia, Pa., are signing price agreements with jobbers under the Fair Trade Acts of the various states, setting wholesale and retail resale prices on their Madison Blocks and Rittenhouse Squares. The retail resale price is set at 5 cents per bar, and the wholesale retail price at 70 cents per box of 24 bars for cash, and 75 cents per box where service and credit are extended.

GUMAKERS OF AMERICA is a company that has just been organized to manufacture bubble gum. The company's new factory is located in Clifton Heights, Pa. S. J. HAMILTON, who has long been identified with the chewing-gum business, is president. Associates of Mr. Hamilton are GEORGE W. HIESTER, formerly general manager of Gum, Inc., and N. M. ROLSTON, formerly assistant production manager of Gum, Inc. H. ALLAN WATTS, formerly representing Gum, Inc., has been appointed division sales manager for the territory embracing Michigan, Ohio, Kentucky and Tennessee. The first of the company's products will be placed on the market this month for national distribution, it is announced.

THE AMBROSIA CHOCOLATE CO., Milwaukee, Wis., have increased their capital from \$500,000 common stock to \$500,000 common and \$100,000 preferred.

THE MEADOWS MANUFACTURING CO., candy manufacturers, of Greenville, S. C., have taken out a group life insurance policy involving a total of \$69,500 with the Prudential Life Insurance Co. of America. The company's 81 employees pay a part of the premium, the remainder being assumed by the company.

In a New Year's letter to the members of the SOUTHERN WHOLESALE CONFECTIONERS ASSOCIATION, the president, C. E. MORGAN, asks the members while making New Year's resolutions to "resolve to give a little more time, a little more thought, and a little more money to the strengthening of the S.W.C.A. so that together we can overcome the problems that beset our industry."

WILBUR E. BRAUN, age 36, of Bellevue, Ky., a member of the Jobbing Division of the Cincinnati Candy Recovery Association, died on December 16 from pneumonia, which followed a cold. The high esteem in which he was held by his friends was evidenced by the many hundreds who paid their last respects and the great many floral offerings of sympathy. His wife and parents survive him.

MR. AND MRS. WILLIAM CAMPBELL KIMBERLY, of Brooklyn, N. Y., have announced the engagement of their daughter, Miss DORIS CAMPBELL KIMBERLY, to FREDERICK MEYER STUHRKE, son of Mr. AND MRS. AUGUST STUHRKE, of Richmond Hill, N. Y. Mr. Kimberly has been ably assisted by his daughter in his duties as secretary and treasurer of the Association of Manufacturers of Confectionery and Chocolate of the State of New York.



Waldorf-Astoria, New York City, Where Confectionery Exposition and N.C.A. Convention Will Be Held in May.

Heavy Demand for Space at Confectionery Exposition

The 15th annual Confectionery Exposition will be held at the Waldorf-Astoria in New York City, June 6 to 10, Monday through Friday. The National Confectioners' Association sponsors the Exposition, which will be held concurrently with the 55th annual convention of that Association, also at the Waldorf-Astoria.

Exhibitors had reserved more than 70% of the available space for the exposition by the middle of December, six months before its opening, reports D. P. O'Connor of Penick & Ford, Ltd., chairman of the Exposition Committee. Individual companies have taken enlarged space to show new practical developments in materials, equipment and methods, and the indication is that the remaining exhibit space will be taken before the end of January.

The program of the National Confectioners' Association annual convention is still in preparation. Wallace D. Jones, president of Rockwood & Co., Brooklyn, N. Y., has consented to serve on the Program Committee, the chairman of which is Geo. Williamson, president of the Williamson Candy Co.

A grand turnout of 151 members (out of 200 total), with a total attendance of 450, including supply men and guests, marked the 167th regular meeting of the NEW ENGLAND CONFECTIONERS' CLUB, held on December 15 in the Ball Room of the Copley-Plaza Hotel in Boston, this being the annual Christmas get-together of the organization. An elaborate program of entertainment was given.

THE FANNY FARMER CANDY SHOPS, INC., report a profit for the 11 months to November 30 of \$630,194, against \$481,695 a year ago; sales totaled \$5,438,997 and \$4,629,621, respectively. November profit, before taxes, was \$71,597, against \$57,272 in November, 1936, while sales for that month totaled \$549,439, against \$482,819.

LOPEZ AND WHEELER, retail manufacturers of Waverly, N. Y., have opened new headquarters on Fulton Street.

VALENTINE'S DAY

FEBRUARY 14TH

Let's Bring Back the Old-Fashioned Habit of giving Candy on St. Valentine's Day. A nice package, good chocolate coating, will make an appreciated gift for this day. MERCKENS Chocolate on your Candies helps a lot.



MERCKENS CHOCOLATE CO., Inc., Buffalo, N. Y.

BRANCHES:

New York.....25 West Broadway
Boston.....131 State Street
Los Angeles.....412 West Sixth St.



AGENCIES:

Chicago.....Handler & Merckens, Inc.,
160 West Washington St.
Denver.....Western Bakers Supply Co.
Salt Lake City.....W. H. Bantz Co.



Better *ingredients* make better confections.

Better confections make better friends.

Better friends make better business.

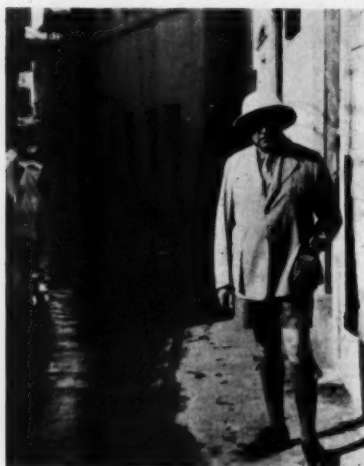
ANHEUSER-BUSCH
CORN SYRUP

ANHEUSER-BUSCH, INC. , , ST. LOUIS, MO., U. S. A.

Essential-Oil Developments in Africa . .

A VISIT to the essential-oil producing areas in Africa and to various European countries, added interest to an 8-months' trip recently completed by Dr. Ernest S. Guenther, chief research chemist of Fritzsche Brothers, Inc. During this trip, Dr. Guenther covered nearly 30,000 miles, half of which he traveled by air, and made many interesting observations.

Dr. Guenther visited the company's plant in Seillans, France, to oversee construction of additions being made



Zanzibar, located in a clove-producing region, was one of the points of interest visited by Dr. Ernest S. Guenther on a recent African trip. Dr. Guenther poses for the cameraman in one of Zanzibar's streets.

and to supervise production of natural flower oils. He and Ben F. Zimmer, vice-president of the company, took a motor trip through Switzerland, Germany and Italy.

Early in July, Dr. Guenther sailed from Marseille, arriving at Konakry in French Guinea, on the west coast of Africa. He drove to the interior, visiting the principal centers of sweet orange oil production around Mamou and Labé in the Fouta-Djallon, where he made a careful survey of conditions.

By means of steamer and air transport, he continued his trip into Morocco, arriving at Casablanca, from which point he drove into the interior, through the Riff and Atlas Mountains and a part of the bordering desert, to visit Morocco's new and intensely interesting essential-oil developments where thyme, pennyroyal, origanum, myrtle, and rosemary are being cultivated on an increasingly large scale.

After returning to the Fritzsche plant in Seillans in time to supervise production of the annual jasmine crop, Dr. Guenther set out in early September to cover the important essential-oil developments in eastern Africa, traveling via Imperial Airways the entire distance from Marseille to

Kismu, on Lake Victoria, where he transferred to a smaller plane, which carried him across Kenya to Nakuru, thence journeying on to Njoro to investigate the production of geranium oils, Mahwa (a type of geranium) and the recently developed lavender plantations. A trip by automobile took him through Kenya's wild-game preserve to Nairobi, whence he flew to Zanzibar to investigate the clove situation.

The next stop was at the Comoro Islands, which he reached by steamer. Subsequently he spent several weeks at Nossi-bé, making a survey on this island and neighboring parts of Madagascar of the production of oil of ylang-ylang, lemongras, pepper, and vanilla. Traveling by steamer to Tamatave, on the eastern coast of Madagascar, and thence by car to Fénérive, he had an opportunity to make a study of this important center of clove and cinnamon production. Returning to Tamatave, Dr. Guenther embarked for Réunion Island to make a survey of the situation with regard to geranium, vetiver and ylang-ylang oil production. The return trip to France was made by steamer and air.

Dr. Guenther survived many hazards on these thousands of miles of travel, but as he was approaching the Seillans factory on this return trip, his car suddenly skidded on the wet roadway and crashed into a tree. Dr. Guenther sustained cuts about the face and throat and a slight fracture of the sternum. After several weeks' recuperation, two of which were spent in the hospital, he re-embarked for New York, arriving there on September 22.

On his African trips, Dr. Guenther was most impressed by the splendid development of air transport which now



Decantation (or clearing) of sweet orange oil by natives of French Guinea, Africa.

enables the traveler to reach the remotest parts of Africa in the comfort of luxurious airliners and in a matter of hours and days, whereas such journeys formerly took weeks and sometimes months of the most arduous travel.

(Turn to page 38)

**LEXIN MEANS BUSINESS
AT THE POINT-OF-SALE
AMERICAN LECITHIN CO.**

ELMHURST, L. I., N. Y.

ATLANTA, GA.

Chocolate eaters don't know LEXIN by name. But they do know—and they do buy—the full, rich, undiluted flavor of a chocolate made with LEXIN. They welcome its brighter gloss, its smoother finish. Your odds are better at the point-of-sale with LEXIN. Write for complete facts today.



How to Catch More Trade with Better Cream Centers

The flavor of your cream centers plays an important part in the popularity of your chocolates. Some cream centers have very little taste. They may be natural flavors that have largely lost their taste in the heat of candy making. Other cream centers taste strong enough—too strong perhaps—but they have little resemblance to any fruit flavor.

Our *Fortarom* flavors will give your cream centers a full, well rounded, natural flavor that wins popularity and sales volume. They are made of the natural fruit and have the smallest possible amount of fortification. Intensified just enough to hold the flavor of the natural fruit in the finished goods.

Fortaroms can be used equally well in hard candy but our more economical *Kallistarom* flavors were made especially for the hard candy trade and have been standard for years. Both these lines contain all the popular flavors—Pineapple, raspberry, strawberry, wild cherry—and many specialties.

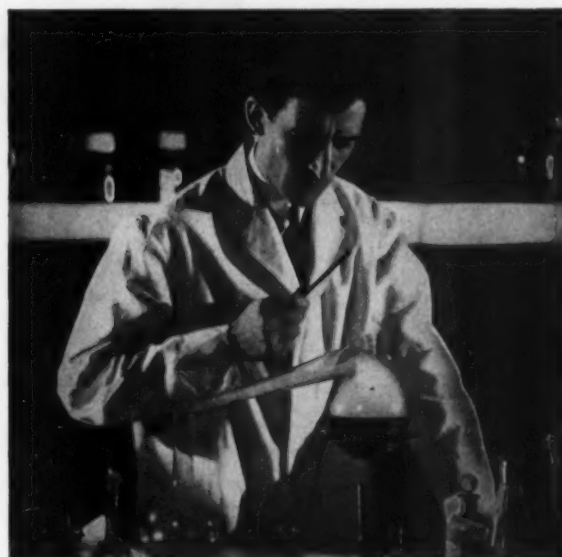
*Write us and we shall be glad
to send you samples for testing.*

SCHIMMEL & CO., INC.

601 West 26th Street

New York City

BOSTON CHICAGO LOS ANGELES TORONTO



EVERY type of coating used in the manufacture of quality chocolates is available in Hooton's Line. And each gives you all of the things that make for sales success. Live, fresh flavor—unmatched smoothness—proper color—absolute uniformity—these are the things that count—a few of the reasons why there are so many Hooton users with notable success records. Your request for samples—light, medium, or dark for either enrober or hand-dipping, will be welcomed. There is no obligation whatever.

**HOOTON
CHOCOLATE CO.
NEWARK, NEW JERSEY**



**PRICE ÷ SERVICE AND
SATISFACTION = COST**

How much do your belts cost?

The cost of any belt can never be determined until the life and satisfactory performance is summed up.

The initial price paid for a belt is unimportant. The final cost is the only basis of comparison.

All of our belts, such as GLAZED ENROBER COOLING TUNNEL BELTS, ENDLESS ENROBER CANVAS FEED & BOTTOMER BELTS, and BATCH ROLLER BELTS, are so made that they have greater tensile strength—give wonderful service—longer life and wear.

With the performance and satisfaction our products render, plus our low prices, you are assured of the lowest final cost.

The same applies to our CARAMEL CUTTING BOARDS.

Send us a trial order and be convinced.

SERVICE - SATISFACTION - SAVINGS

VOSS BELTING & SPECIALTY CO.
1750-1756 Berwyn Ave. - CHICAGO, ILL.

America's "No. 1" OIL of ORANGE

Compare this orange oil with any high grade oil and you will know why Exchange Cold Pressed Oil of Orange, U. S. P. is in such great demand. Ask our jobbers for sample and compare quality and price.



COLD PRESSED, U. S. P.

Sold to the American market exclusively through:

DODGE & OLCOTT COMPANY, 180 Varick St., New York City
and **FRITZSCHE BROTHERS, INC.**, 76 Ninth Ave., New York City
Distributors for: California Fruit Growers Exchange, Products Department, Ontario, Calif. *Producing Plant:* The Exchange Orange Products Company, Ontario, Calif.

Copr., 1936, Products Dept., California Fruit Growers Exchange

SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City

THE Western Confectionery Salesmen's Association held their 23rd Annual Convention in St. Louis, Mo., at the Jefferson Hotel, on December 9, 10 and 11. It was a real meeting and one the St. Louis crowd can be highly complimented upon. It was well attended. In addition to members and their guests, there were a goodly number of manufacturers and jobbers present, including many from the surrounding territory.



The meeting was called to order by President Arthur Griffiths on Thursday, and up to the adjournment on Saturday afternoon, all business sessions were well attended and all entered into open discussion with enthusiasm.

As to the social features of the convention, they were numerous and reflected a lot of hard work on the part of the St. Louis boys. On Thursday noon a luncheon was given by the members to the jobbers and manufacturers, which was well attended. At night there was a bridge party in the Jefferson Hotel Club Rooms, which was attended only by members and friends who understood the fine points of poker. On Friday morning there was a sight-seeing trip through the World's largest brewery, as guests of Anheuser-Busch, Inc. At night the ladies were entertained at a theater party and the members at a stag in a real St. Louis beer-garden setting where entertainment and real food was plentiful, including, of course, "real coffee for those who preferred it." Saturday morning the ladies were taken on a sight-seeing trip and in the afternoon the election of officers was held, together with the final business session.

The dinner dance was held at 7 o'clock in the beautiful Gold Room of the Hotel Jefferson, and this was a wonderful affair. The meal was perfect, the decorations beautiful, and Benny Rader's orchestra was at its best. During the evening each lady was presented with a lovely favor and a stocking filled with candy. The music continued to play, the couples continued to sway, and as night grew old and morning near they parted a wee bit sad in the thought that the convention was at an end.

W. C. S. A. Moves to Consolidate Salesmen's Associations

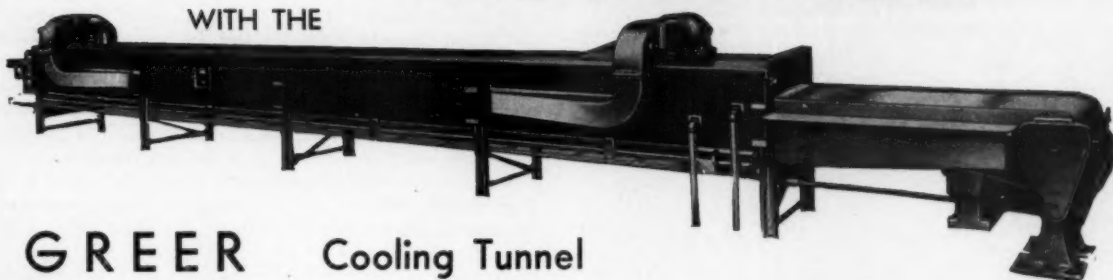
Among the constructive moves instituted at the 23rd annual convention of the Western Confectionery Salesmen's Association, held in St. Louis, at the Jefferson Hotel, December 9 to 11, was a plan to bring about further co-operation between the manufacturing and jobbing branches of the industry.

This was the best attended convention held for many years, and consideration was given to many matters of great importance to the association and the field it serves. Action in the form of resolutions and telegrams was taken in regard to the amendment to the Federal Bankruptcy Act Bill.

It was the unanimous decision of the convention that Arthur Griffiths, the retiring president, be made chairman

SPEED YOUR PRODUCTION!

WITH THE



GREER Cooling Tunnel

Modern demands for speed, accuracy and economy in manufacture make modern equipment necessary. GREER TUNNELS combine every feature that will facilitate production and improve service.

Eliminate your production troubles. Maintain a uniform standard of production all year-round. Let us show you the remarkable results we have obtained for others.

WRITE US FOR FURTHER PARTICULARS

J. W. GREER CO.

CAMBRIDGE, MASS.

LONDON: Bramig & Co., Ltd.

of a committee of his selection for the purpose of enlisting the cooperation and support of the manufacturers in a movement to promote local candy salesmen's organizations as a part of a parent organization, thus improving the relations between the jobbers and manufacturers and working to their mutual benefit.

At the Manufacturers' Luncheon, talks were made by George Peckham, who is general manager of the Consolidated Factories and Director of the National Candy Co., as well as former president of the N.C.A., by A. B. Kelley, of the Food Division of the St. Louis Health Department, who welcomed the convention in behalf of Mayor Bernard Dickmann, and by David Stout, dean of the candy salesmen in the Middle West, who is an authority on candy merchandising. Arthur Griffiths presided as toastmaster and as chairman of all sessions.

The officers elected for the year 1938 were: President, Francis A. Heroux, of Chicago; vice-president, L. C. Cooper, of St. Louis; and secretary-treasurer, George E. Burleson, of Chicago. A committee was appointed to revise in its entirety the 20-year-old by-laws and constitution of the Association.

In the annual President's Address, delivered by Arthur Griffiths, it was pointed out that a year ago the W. C. S. A. became 21 years of age and was now no longer a puny infant, but a full-grown adult. The Association has long recognized the ills of the industry, but all the fine resolutions, constructive suggestions and flights of oratory that have come out of conventions for years past, having as their purpose the improving of the salesman's lot, have accomplished virtually nothing, because nothing has been done about them, said Mr. Griffiths. Suspicions, jealousies, hates and cut-throat competition still continue. With the end in view of having one powerful salesmen's organization

instead of many small ones, Mr. Griffiths offered constructive suggestions looking to consolidation of the several salesmen's associations in the confectionery industry.

Present business conditions call for constructive thought and real sales effort, said Mr. Griffiths. "A complete line of optimism is as necessary to be carried as is our grip of samples. More than all else, we as salesmen must have a love for our work." He paid a tribute to the "diligence and constructive thought and action" of the confectionery magazines.

CARL SALZMAN was recently made superintendent of the Veribrite factory of the NATIONAL CANDY CO. in Chicago, taking the place of C. W. BUNDE, former superintendent. Mr. Salzman recently held a similar position with the FARLEY CANDY CO., of Chicago.

C. GOULD MURDICK, 112 Orange Ave., Daytona Beach, Fla., is now manufacturing candy, making a specialty of fudge.

KAZUO MATSUKAKI, manager of MORINAGO LTD., Yokohama, Japan, together with YASUO WATANABE, manager of the central purchasing department of the same company, is touring the United States.

THE LIFE SAVERS CORP. disbursed \$75,000 in bonus checks to employees at the annual Christmas party in Chicago. The distribution was on the basis of salaries and length of service.

PETER ROSE is now with the TOLEDO CANDY CO., Toledo, Ohio, filling the position made vacant by the death of MR. CANNAR.

HUGHES BROS. MANUFACTURING CO., Dallas, Texas, have liquidated and their machinery is for sale by the Union Standard Equipment Co., of New York City.

THE UNSEEN ESSENTIAL

EST. 1849



**TARTARIC
ACID**

POWDERED CRYSTAL
GRANULAR

**CITRIC
ACID**

POWDERED CRYSTAL
GRANULAR

**SODIUM
CITRATE**

• **CHAS. PFIZER & CO., INC.** •

Manufacturing Chemists

81 MAIDEN LANE, NEW YORK, N.Y.

444 W. GRAND AVE., CHICAGO, ILL.

Science Gives to You:

3

Remarkable New Flavors

CONCENTRATED
GENUINE *Whole Bean* COFFEE

CONCENTRATED
TRUE-FLAVOR CARAMEL

CONCENTRATED
COLLOIDAL *Whole Bean* VANILLA

These flavors are the newest creations of the laboratories that gave you some of your finest flavors, including CONDENSED MAPLE and LIQUID LICORICE. Write for samples today.

LUND LABORATORIES
20 East 12th St. New York City

ESSENTIAL OIL DEVELOPMENTS IN AFRICA

(Continued from page 32)

Another amazing development is that of the new essential-oil industry which is being fostered in Morocco. This is favored at present by the civil war in Spain, by extremely low labor costs in Morocco and by climatic conditions ideally suited to the development of many important essential oils. The Berbers, who provide much of the cheap labor, possess unusual intelligence and tremendous capacity for long hours and hard work. Also, new and excellent roads have aided tremendously in this development.

The situation with regard to clove oil in Zanzibar is still very complicated, Dr. Guenther reports. The Government has enacted rigid regulations in regard to ownership, standardization and export of clove. While this has tended to bring about a much needed stabilization of prices, it has also aroused the ire of the Indian intermediaries, who are now attempting to boycott Zanzibar cloves. Contrasted with this, the clove industry in Madagascar is not yet sufficiently organized to give buyers guarantees in regard to quality and especially moisture content of the dried clove buds.

During his visit to the beautiful island of Réunion, Dr. Guenther was struck by the primitiveness of geranium production and by the poverty of the white people whose forebears settled on this island more than two hundred years ago and who still cling to their ancient traditions and customs.

RAMBLINGS AMONG FLAVORS

(Continued from page 23)

these as to flavor, which counts 45 points, body 25 points, color 15, salt 10, and style (container) 5, making a total of 100 points. Obviously, the "score" number arrived at is influenced by the vagaries of the tester and his reactions to the taste and smell of the butter sample at the particular time of making the test. The "score" is not an index to the keeping quality of the butter nor its uniformity and composition, since none of these properties enters the method of grading.

In spite of these limitations, the butter "score" serves the worthy purpose of providing an arbitrary grading as a trading basis for wholesale transactions and speculating. For a commodity as perishable as butter, the score number can be in effect for only a few days after the samples are tested, and in any case is invalidated as soon as the butter is removed from the place or location designated on the inspection certificate. Hence, the butter "score" means nothing and guarantees nothing to either the retailer or consumer.

After all, the only butter test that counts is the consumer's. He may never think of expressing his "score" by a figure, but he does express it most emphatically by his patronage—a fact that the wise purveyor bears in mind. The consumer is the one to be pleased. He wants butter of fine flavor, always the same, and the last of the lot as good as the first.

Butter and other ingredients going into confections all help to produce the final flavor. Manufacturers of candies should strive constantly to acquire more of the *raison d'être* in the use of these ingredients. In this way they can better control their batches and attain the exact essence and flavor for which they are striving.

More about the use of butter in confections will appear in a later article.

THE CANDY MAN'S CALENDAR

1938

FEBRUARY

1938

PLANNING SEASON FOR WHOLESALE MFRS.: Summer Lines Planned; Mother's Day Plans; Eastern Goods Production.

PLANNING SEASON FOR RETAIL MFRS.: Summer Package Plans; Mother's Day Plans (Cont'd); Lincoln's, Washington's, St. Valentine's; Easter Goods Production.

2 Wednesday

FALL RIVER, MASS.—Southern N. E. Wholesale Confectioners' Assn., at Remington Hall, Y. M. C. A.*
LAWRENCE, MASS.—Wholesale Candy Jobbers' Assn., at Y. M. C. A.†
PHILADELPHIA—Retail Confectioners' Assn. of Philadelphia, Inc., at Turngemeinde Hall, 1705 N. Broad St.*

3 Thursday

CINCINNATI—Cincinnati Candy Jobbers' Assn., at Grand Hotel.*
SCRANTON, PA.—Keystone Jobbing Assn., at Chamber of Commerce Bldg.†
YONKERS, N. Y.—Westchester County Candy Jobbers' Assn., at Jewish Community Centre.†

4 Friday

DETROIT—Wolverine Candy Club, at Norton Hotel.*
LOUISVILLE, KY.—Falls Cities Confectioners' Club.*
PHILADELPHIA—Retail Confectioners' Assn., at Hotel Majestic.*

6 Sunday

PITTSBURGH—Jobbers Salesmen's Assn. of Western Pa., at Webster Hall.*

7 Monday

CHICAGO—Candy Production Club of Chicago, at Lake Shore Athletic Club.*
PITTSBURGH—Pittsburgh Candy Club, Pittsburgh Hotel.*
SYRACUSE, N. Y.—Central N. Y. Candy Jobbers, at Hotel Syracuse.*

7-9 Monday-Wednesday

LOS ANGELES—Western Confectioners Assn. Convention, Biltmore Hotel.

9 Wednesday

BALTIMORE—Manufacturing Confectioners of Baltimore, at Hotel Emmerson.*

12 Saturday

KANSAS CITY, MO.—Kansas City Candy Club, at Pickwick Hotel.*
Abraham Lincoln's Birthday.

14 Monday

CHICAGO—Chicago Candy Club, at Maryland Hotel.*
Valentine's Day. This should be a good day for you.

15 Tuesday

BROOKLYN—Candy Executives and Asso'd Industries Club, at St. George Hotel, 31 Clark St.*

15-17 Tuesday-Thursday

CHICAGO—American Management Assn. Convention—Industrial Relations, Palmer House.

15-22 Tuesday-Tuesday

Candy Week.

17 Thursday

NEW YORK CITY—New York Candy Club, Inc., at Park Central Hotel.*
NEW YORK CITY—Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., at Pennsylvania Hotel.*

19 Saturday

ST. LOUIS—St. Louis Candy Salesmen's Assn., at American Annex Hotel.‡

21-24 Monday-Thursday

CHICAGO—Associated Bakers of America Convention and Exhibition, Hotel Sherman.

22 Tuesday

Washington's Birthday.—Your cherry pieces should have sold well this past week.

24 Thursday

SALT LAKE CITY—Utah-Idaho Zone Western Confectioners Assn.*

*Monthly Meeting. †Weekly Meeting. ‡Bimonthly Meeting.



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**Western Confectioners to Meet in
Los Angeles, February 7-10**

The annual convention of the Western Confectioners' Association will be held in Los Angeles, at the Biltmore Hotel, Monday to Thursday, inclusive, February 7 to 10. L. M. Gimbal, of Gimbal Brothers, San Francisco, as president of the Association will be in charge of the convention. A. M. Kelly, executive vice-president of the National Confectioners' Association, will be a speaker.

Foote & Jenks Hold Annual Conference

The entire sales force of Foote & Jenks, of Jackson, Mich., met with the officers and laboratory staff of the company at the home office, on January 3 and 4, for their annual conference.

The operations of the past year were reviewed in some detail and the sales force highly complimented upon the fine showing made in all territories, including 26 foreign countries.

A most interesting feature was the presentation of a watch to the president, H. L. Jenks, in recognition of his 25 years of association with the organization. The presentation was made on behalf of the employees by C. H. Redding, who is secretary and treasurer of the firm.

Entertainment features included bingo, bowling, and a banquet.

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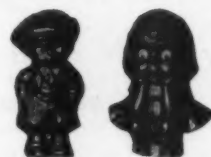
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Extend the Season's Greetings. And, a resolute pledge reflects our good wishes...the entire staff of the Kohnstamm Organization across America dedicates its energies and every facility in the days ahead to help make yours—

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Functions of the Personnel Director

Continuing emphasis on industrial relations problems and the development of sound personnel policies has prompted many companies to look more closely to the organization of their personnel departments. They are doing this with the realization that improper organization of the personnel function seriously handicaps the development and execution of an effectual personnel program. In view of the widespread interest in this problem, the Policyholders Service Bureau of the Metropolitan Life Insurance Co. has recently issued a report, entitled "Functions of the Personnel Director," which is based on information obtained from 80 companies representing a wide variety of industrial and commercial enterprises. Copies of the booklet may be obtained from the Policyholders Service Bureau, Metropolitan Life Insurance Co., 1 Madison Ave., New York, N. Y.

The report indicates that the personnel function is two-fold. It consists, first, of giving service to the line organization in the maintenance of an efficient labor force and, second, of establishing good relations with employees. Regardless of the existence of an organized personnel department, every company finds it essential to hire new employees, place them at work for which they are adapted, transfer them to other departments to meet production requirements, and surround them with helpful and safe working conditions. Personnel management thus has grown both logically and historically out of the employment function. More recently, however, greater emphasis has been placed on the development of a cooperative attitude of mind by establishing good industrial relations throughout the organization.

The report outlines the personnel policies and programs of leading companies, describes the place of the personnel director in industry and business today, and indicates how personnel departments are organized.

Add These to Your Library on Candy Information

REPRINTS are available of the articles appearing in *The Manufacturing Confectioner*. Many of these are obtainable in booklet form.

They compose a large portion of the current literature of the industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries.

Copies of the following are now available:

"ADVENTURES IN COCONUT CANDIES," including many formulas and suggestions for new pieces, by George A. Eddington, Superintendent, Hillman's Candy Factory, Chicago, Ill.—5 cents each.

"IMPROVED METHODS IN THE MANUFACTURE OF FONDANT GOODS," by H. S. Payne and J. Hamilton, Carbohydrate Laboratory, Bureau of Chemistry, U. S. Dept. of Agriculture.—20 cents each.

"THE CANDY TEST FOR SUGARS," by J. A. Ambler, Bureau of Chemistry, U. S. Department of Agriculture.—10 cents each.

"STEAM JET REFRIGERATION AS APPLIED TO THE CANDY INDUSTRY," by John R. Moore.—5 cents each.

Also now available—"THE PROBLEM OF CHOCOLATE FAT-BLOOM," a book by Robert Whympere, an international authority on chocolate manufacture.—\$2.50 per copy.

"QUALITY CARAMELS ON A VOLUME PRODUCTION BASIS," by Talbot Clendening.—10 cents each.

Send for your copies now!

The Manufacturing Confectioner

400 W. Madison Street

Chicago, Ill.

CANDY PACKAGING AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

FOIL WRAPS FOR CONFECTIONS . .

By F. L. SPANGLER

THE characteristics of metal foil that have been responsible for its being widely used as a wrap for confections, are too well known to warrant repetition here. It is the purpose of this article to discuss the wide adaptability, as well as the limitations, of metal foil from the standpoint of the converter, whose business it is to supply foil that is printed and embossed to meet the requirements of the user.

The foil used in the confectionery field is manufactured from aluminum, by rolling out the metal to an extremely thin sheet, after which a paper backing is sometimes applied. The paper-backed foil can be embossed, printed, and cut to size or supplied in rolls. Colored foil (including "gold foil") is nothing more than ordinary aluminum foil coated on one side with a transparent lacquer of the proper color.

Metal foil is available in different weights, with a wide variety of papers for backing, including glassine, grease-proof, waxed tissue, parchment, bond, kraft, cellulose, board, etc. The type and gauge of foil to be used depends on the specific application. For example, for bar wraps a great deal of .00035 foil is used, mounted to 16-lb. or 20-lb. waxed tissue.

Embossed Foil

By embossing foil with an over-all pattern, it is given a pleasing crystalline or grain effect that is altogether different from the shiny appearance of the plain foil. Both the embossed over-all pattern and a smooth die surface can be combined in the embossing die, thus giving a two-tone effect to the foil and making it possible to emboss the manufacturer's name or trademark on the pattern background.

Many interesting effects are obtained by combining colored inks with embossing, or by overlaying the foil with some kind of colored transparent material.

The plain or shiny foil takes a print job somewhat better than does the over-all embossed foil. Candy manufacturers sometimes inquire for prices on foil without a backing, not aware that it is impracticable to print on foil that does not have some kind of paper backing. Moreover, the quantity ordered must be large, one converter reporting a practical lower limit of 25,000 wraps.

Where other colors than aluminum (or silver) are de-

sired for foil, these may be obtained by printing over the foil surface with a tint block, using the proper grade of printing ink or lacquer. Foil printed with a transparent lacquer base to which an aniline dye has been added, gives a very close resemblance to what one might expect from a natural-colored foil.

Colored foil has the color applied to only one side. The plain side may or may not have a paper backing applied. By omitting the backing, one gets the effect of a two-color foil. This kind of foil is often used for wrapping individual candy pieces or as a box liner.

Dye-Colored Foil

The coloring of foil by dyes having a transparent lacquer base is accomplished by passing the foil strip between rollers, one of which applies the lacquer to one side of the foil. The foil may not take on the true color of the dye itself, but the final color is influenced somewhat by the silvery white of the foil base. Therefore, when the desired color has been decided upon, it is often necessary to choose a dye that is somewhat off color in order that the combination of the colored lacquer and foil may give the color desired.

Foil is also being printed with colored lacquer from conventional printing plates so that the printed foil retains its metallic sheen over the entire surface, even though one or more colors may be used in the printing operation. One can readily see that if the printing were done with pigment ink or pigment lacquer, the opaqueness of the pigment would cause the metallic sheen of the foil to be lost wherever the surface is coated by the ink or lacquer.

A great variety of colors in dye-printed foils are available, and these can be used plain or embossed or printed in pigment ink or with dye of some other color.

In choosing between foil printed with transparent lacquers, on the one hand, and with pigment printing inks, on the other, the decision will not rest on price but on the effect that one desires. This will depend to a large extent on the use to which the foil is to be put as well as on the design itself. The dye-printed foil is too new for one to judge the extent to which it will be used, but it is doubtful that it will displace the conventional printed foil to any considerable extent, at least not in the immediate future.

As a covering material for set-up boxes, plain foil is commonly used, printed in one or more colors, and often-

Wide variety of foil wraps done in many colors, using pigment printing inks and hot embossing. Top Christmas design for a boxlid has three panels in red and green, and the entire design is embossed. Gold foil is used for the three top wraps, while the two bottom wraps are printed on the uncolored foil, the "Holiday Greetings" design being all blue, and the bottom wrap being in black and red, embossed. Foil samples by the John T. Raisin Corp.



Foil pieces used as bar wraps. The top four samples consist of small pieces of embossed foil overlaid with a transparent glassine sheet. The glassine is printed in transparent tints and opaque colors. The bottom five samples show all-foil wraps printed in a variety of colors. Samples furnished by Milprint Products Corp.

times embossed. Many bar wraps are also nothing more than ordinary printed foil.

Covering Foil with Transparent Wraps

Very pleasing effects have been obtained on many bar wraps by covering the foil piece with a transparent sheet, which may be printed with opaque inks and may also be tinted with a transparent ink. For this purpose a transparent cellulose sheet (plain or colored) may be used, or a glassine sheet having a high degree of transparency. Viewed through this covering, the foil appears to take on the color of the transparent sheet or the transparent ink, and has a sheen that is unlike that of the bare foil. If foil with an over-all embossed pattern is used, the foil retains its brilliance and sparkle through the covering.

Some bar wraps similar to those just described have the foil pieces cut to such dimensions that they cover only the top and sides of the bar, thus effecting some economy in the wrap, although this diminishes the protective efficiency of the wrap to some extent.

Because of the progress that has been made in recent years in the printing and coloring of foil, as well as the printing of transparent wraps with which the foil can be combined, the limitations that once had to be observed when making designs for this material have largely disappeared, and today the designer is offered materials and printing processes that enable him to utilize a high degree of ingenuity and skill.

Packaging Conference to Discuss Four Major Subjects

Preliminary plans have been formulated by the Packaging Council of the American Management Association for a more intensive and broader discussion of current packaging,

packing and shipping problems at the association's 8th Packaging Conference, to be held in the Palmer House, Chicago, March 23 to 25, it is announced by Alvin E. Dodd, president of the association.

The Conference will be held concurrently with the Eighth Packaging Exposition and the showing of entries in the Seventh Irwin D. Wolf Awards competition, both also sponsored by the American Management Association.

The Conference program will tackle four major subjects: the unit package, packaging machinery, shipping and shipping containers, and bulk packaging.

Subjects and speakers for the unit package sessions, which will be held on Tuesday and Wednesday, March 22 and 23, are now being developed by a committee of the Packaging Council.

The packaging machinery program will be held on Tuesday, March 22. Program details are in the hands of a committee, of which H. H. Leonard, vice-president of the Consolidated Packaging Machinery Corp., is chairman.

Two days—March 23 and 24—will be devoted to shipping and shipping containers. The committee in charge of this division, headed by Albert W. Luhrs, president of the Container Testing Laboratories, acting in conjunction with J. H. Macleod, vice-president of the Hinde & Dauch Paper Co., has already drafted a program and tentatively selected speakers.

Bulk packaging sessions will be held on Friday, March 25. The chairman of the committee developing this program is R. W. Lahey, of the American Cyanamid Co.

Presentation of the Irwin D. Wolf Awards for Distinctive Merit in Packaging will be made at a luncheon held on Tuesday, March 22.

More than 95% of all available exhibit space in the Eighth Packaging Exposition had been leased by December 15, it is announced by the association, which adds that all indications are that space will be exhausted before January 15.

Factors Making for Successful Premium Promotion

By MYER ROSENBERG
Consultant on Premiums, Chicago

Written expressly for "The Manufacturing Confectioner"

THE mere selection of a piece of merchandise by a buyer, who offers it to his trade free or at a price considerably below what it can be purchased for at retail, does not always result in a successful promotion.

This brings up the question, "What are the factors that assure a successful deal?"

Here are some of the important ones:

(a) Timing

Such premiums as razors, razor blades, coffee percolators, bridge tables, linens, radios, and the like, have year-around acceptance and attractiveness. However, fishing equipment, footballs, baseball gloves, leather jackets, roasters, carving sets, electric fans, and the like, are seasonable items, and offers of these items must be made when their usefulness is timely.

This also applies to toys, many of which are highly seasonal. A marble or kite deal can be successful only when offered in time for spring use, whereas, balloons, games and noisemakers are good any season of the year.

(b) Usefulness or Attractiveness of the Premium

The item selected for promotion should have an appeal to the customers. When selecting the premium, the buying committee will sometimes rely on their personal likes and dislikes. This is a mistake. Only the customer's desires should be considered.

Locality, type of work that the ultimate user is engaged in, are important factors. A raincoat or leather jacket for jobbers' men who are out in cars or trucks all day will have great appeal, whereas an electric clock or brush set may not entice extra effort to earn the premium.

(c) Size of Deal

The best piece of premium merchandise in the world will not accelerate the sales of a product to which it is mated if the purchase necessary to obtain it gratis is out of proportion to the amount of goods that the average account of the manufacturer can buy without overstocking.

For example, where a retailer ordinarily would purchase three cases of goods in the regular course of business, a premium offer of an excellent piece of merchandise requiring him to double or triple his order, either results in his "overloading" or passing the deal entirely.

A sound promotion will always have the premium tied up with an amount of goods that the greatest percentage of the house's accounts can absorb in their regular course of business. Where the deal is distributed entirely through jobbing channels, this is a vital issue, and often spells success or failure of the promotion.

(d) Sales and Advertising Coordination

If a sales manager has an advertised \$5.00 item to give free with a \$5.00 commodity purchase, just a written message to his salesmen is all that is necessary to "bring home the bacon." However, when he is tying up a premium (Turn to page 54)



Colorful Re-Use GIFT CONTAINERS for

- Valentine's Day
- Mother's Day
- Easter

Colors are the surest way to attract attention—create extra sales—and win friends during the important selling seasons of the year.

Your product is displayed to best advantage in these beautiful containers. The many uses for these bowls and flower pots are an unusually strong appeal to the housewife.

The Advantages Are Many

1. UNBREAKABLE—made of light weight steel, and enameled in colors.
2. COLORFUL—Bowls available in Jonquil yellow, sky-tint blue, or ruby red. Flower Pots available in brown, ruby red or white.
3. COMPACT—and of a desirable size for candy packaging. Bowl is 6 $\frac{3}{8}$ " diameter and 2 $\frac{3}{8}$ " deep. Flower Pot is 4 $\frac{3}{16}$ " top diameter and 4 $\frac{1}{8}$ " deep.
4. DESIRABLE GIFT—in any home, there is a desire for colorful bowls and flower pots—after the candy or other confection has been consumed.
5. EASY TO WRAP—Easy to Ship.
6. INEXPENSIVE.

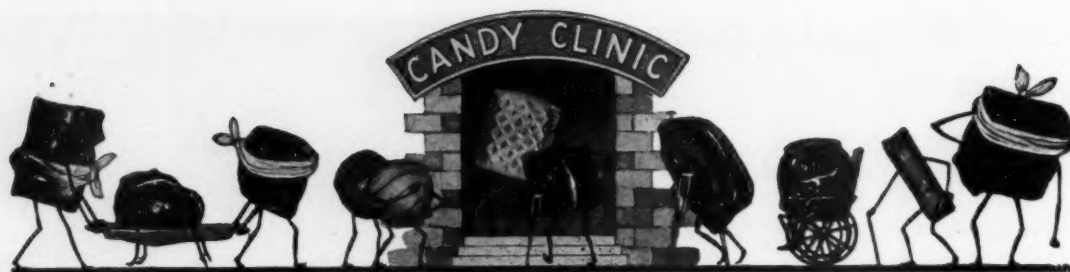
Write for Samples!

Send us your order for a sample of either the bowl or flower pot—or both. Then you can try them as a packing unit and see for yourself how attractive they really are. Ask for prices in quantity lots!

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WEST BEND ALUMINUM CO.
WEST BEND, WISCONSIN



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

THIS MONTH

Holiday Packages; Hard Candies

Code 1A 38

Season's Greetings—5 lbs.—\$1
(Purchased in a chain drug store, Boston, Mass.)

Appearance of Package: Good.

Box: Full telescope, red and silver; top, Christmas scene; tied with green cord.

Appearance of Box on Opening: Good. Red cups used; 5 foiled pieces, 4 walnut top pieces.

Coatings (Dark and Light)—Colors: Good. **Gloss:** Good. **Strings:** Machine.

Taste: Fair.

Dark Coated Centers—Vanilla Creams: Fair. **Chocolate Fudge:** Fair. **Raspberry Cream:** Fair. **Lemon Cream:** Fair. **Chocolate Peppermint Cream:** Fair. **Vanilla Nougat:** Fair. **Walnut Top Nougat:** Fair. **Caramel:** Fair.

Light Coated Centers—Caramel: Fair. **Assortment:** Entirely too small.

Remarks: Quality and assortment are not up to the standard of this price chocolates. Cream centers had very weak flavors, caramels were very tough. The package was neatly done and the box was good looking. Suggest a cellulose wrapper be used.

Code 1B 38

Candy Sticks—2½ oz.—35c
(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Jar: Straight glass jar; green seal gold printed; black screw cap.

Colors: Good.

Gloss: Good (about 12 sticks were broken).

Stripes: Good.

Flavors: Good.

Remarks: One of the best jars of sticks on the market; a trifle high priced at 35c.

Filled Hard Candies—No Weight—19c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: See remarks. Plain cellulose bag.

Colors: Good.

Gloss: Fair.

Centers — Texture: Good. **Flavors:** Poor.

Remarks: The cheapest kind of plastic candy; spinning was very carelessly done. Some pieces had the right amount of center and other pieces had no centers. The impressions on some of the pieces were good, some pieces had hardly any impressions. Considerable trouble can be expected when the name and address of the manufacturer does not appear on the container.

Code 1C 38

Season's Greetings—5 lbs.—\$1
(Purchased in a department store, Boston, Mass.)

Box: Full telescope, white, Christmas scene in red and green. Cellulose wrapper.

Appearance of Box on Opening: Good. Two trays in top layer, 6 foiled pieces.

Coating (Dark)—Color: Good. **Gloss:** Fair. **Strings:** Machine. **Taste:** Fair.

Contents — Vanilla Creams: Good. **Raspberry Cream:** Good. **Lemon Creams:** Good. **Orange Creams:** Good. **Nut Fudge:** Good. **Chocolate**

Coconut Fudge: Fair. **Vanilla Fudge:** Fair. **Vanilla Coconut Cream:** Good. **Cherry Cream:** Good. **Nut Nougat:** Good. **Pineapple Cream:** Good.

Assortment: Fair.

Remarks: The creams in this box are good but the flavors were of the cheapest kind. Centers were coated very thin. The coating was a trifle better than on most chocolates at this price. Candy was well made and neatly packed. Top layer made a good appearance with the two trays. Box was good looking, and while the flavors were not up to standard, this box is the best of its kind that the Clinic has examined during the past year.

Code 1D 38

Christmas Kiddie Assortment—No Weight—50c

(Purchased in a retail candy store, Chicago, Ill.)

Appearance of Package on Opening: Good.

Box: Two-layer extension type. Box had an overall paper green, white and red, with Christmas scene. Box contained Christmas tree, hard candy sticks in cellulose wrappers, hard candy balls in cellulose wrappers, hard candy pops in cellulose wrappers, one gum daisy, hollow chocolate Santa Claus.

Hard Candy Sticks: Good.

Hard Candy Balls: Good.

Pops: Good.

Gum Piece: Good.

Chocolate Santa Claus: Good.

Remarks: The wrong type of box was used for a kiddie box. Very high priced at 50c. Considerable trouble

can be expected when the name of the manufacturer and the weight and address do not appear on the box.

Code 1E 38

Christmas Soldier—1½ oz.—10c

(Purchased in a department store, Chicago, Ill.)

Appearance of Novelty: Good. Red cellulose bag, green seal, china soldier sticking from top of bag tied with red and green grass ribbon.

Contents: Small panned cream centers.

Colors: Good.

Panning: Good.

Flavors: Fair.

Finish: Good.

Remarks: A good looking novelty, neatly put up. A trifle high priced at 10c.

Code 1F 38

Candy Canes—2 for 5c

(Purchased in a 5c and 10c store, New York City.)

Appearance of Package: Fair. Two canes wrapped in cellulose, mounted on cardboard.

Size: Good.

Shape of Canes: Good.

Stripes: Good.

Gloss: Good.

Flavor: Good.

Remarks: A good eating peppermint flavored cane. Well made, and peppermint flavor was very good. Suggest that a red cardboard in place of the present one would make a better looking package.

Code 1G 38

Novelty Package—No Weight or Name—5c

(Purchased in a 5c and 10c store, New York City.)

Appearance of Novelty: Good. Two small canes wrapped in cellulose fastened to six foil wrapped lemon tablets.

Size: Good.

Canes: Good.

Lemon Tablets: Good.

Remarks: This novelty is good looking and candy is well made. Suggest that the cost be checked up as the profit must be very small if any. Considerable trouble can be expected when the name and weight do not appear on the package.

Code 1H 38

Assorted Hard Candies—5 lbs.—80c

(Purchased in a chain drug store, New York City.)

Appearance of Package: Fair.

Box: Full telescope type, holly paper, gold and red seal.

Appearance of Box on Opening: Good.

Colors: Good.

Gloss: Good.

Stripes: Fair.

Size of Pieces: Good.

Flavors: Fair.

Remarks: Workmanship was very poor. Spinning of candy and cutting were carelessly done, also striping. Flavors were weak and not of the best quality. Box is high priced at 80c, as better hard candy can be pur-

chased at this price. Box should be wrapped in cellophane.

Code 1I 38

Mickey Mouse Candies—1 oz.—1c

(Purchased in a railroad depot, New York City.)

Appearance of Novelty: Good. Cellulose container filled with small panned pieces, colored red and green. China Mickey Mouse on top tied with red silk ribbon.

Candy: Good.

Remarks: A good looking novelty, neatly put up and attractive looking.

Code 1J 38

Christmas Candle—No Weight—64c

(Purchased in a candy store, New York City.)

Appearance of Novelty: Good. Novelty is made of red cardboard in the shape of a candle tied with red and green silk ribbon up the sides. Rosettes on each side and on top of maline ribbon, gold seal with silver leaves and red berries, sticking from the top was a small Christmas tree, two silver balls and red velvet Santa Claus.

Contents—Three Hard Candy Pops: Good. **Two Chocolate Coated Nabiscos:** Good. **Twelve Clear Hard Candy Balls and Squares:** Good. All hard candy wrapped in cellulose.

Remarks: This is the most attractive Christmas novelty that the Clinic has examined in years. Neatly put up and well planned. A quality package and should have been a very good seller at 64c.



Code 1K 38

Maple Sugar Santa Claus—1¼ oz.
—10c

(Purchased in a railroad depot, New York City.)

Appearance of Package: Good. Red, white and green printed container with cellulose window. Neat and attractive.

Size of Piece: Good.

Color: Good.

Moulding: Very good.

Texture of Cream: Good.

Crystal: Good.

Flavor: A very fine true maple-sugar flavor.

Remarks: This piece is a trifle different from the ordinary 5 and 10c novelty on the market. Neatly put up, a quality candy, and should be a good seller at 10c.

Code 1L 38

Christmas Stocking—No Weight—
5c

(Purchased in a 5 and 10c store, New York City.)

Appearance of Novelty: Good.

Size: Good.

Contents: 5 pieces of assorted toffees wrapped in foil and wax paper.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: One of the best 5c novelties that the Clinic has examined this year.

Code 1M 38

Assorted Chocolate Toys—No
Weight—35c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Box: One layer, holly paper top.

Appearance of Box on Opening: Bad. See Remarks. Box contained chocolate cream toys which looked as if they had been tossed into the box instead of being packed in.

Moulding of Pieces: Good.

Texture: Fair.

Taste: Very cheap.

Remarks: Box is entirely too large; a smaller box with dividers would make a good-looking box. The cheapest kind of candy, poor eating, and box is highly priced at 35c.

Code 1O 38

Kiddie Christmas Assortment—No
Weight—60c

(Purchased at candy store, Chicago, Ill.)

Appearance of Box: Good.

Box: One layer, Christmas paper top.

Contents: Box contained small and large bars, chews, hard candy drops, pops, mint patties, chewing gum, crunch bar.

Molasses Peanut Bars: Good.

Milk Chocolate Caramel, Fudge, Peanut Bars: Good.

CANDY CLINIC SCHEDULE FOR 1938

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Salted Nuts; Chewy Candies; Caramels

MARCH—Assorted One-pound Boxes of Chocolates

APRIL—Foreign Candies

MAY—Easter Candies and Packages; Moulded Goods

JULY—Gums and Jellies; Marshmallows

AUGUST—Summer Candies and Packages; Fudge

SEPTEMBER—Bar Goods of all types

OCTOBER—Home Made: 5c-10c-15c-25c Packages Different Kinds of Candies

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

Peanut Bar: Good.

Chews: Good.

Hard Candy Clear Candy Drops: Good.

Mints: Good.

Sugar Mints: Good.

Chewing Gum: Fair.

Crunch Bar: Good.

Chocolate-Coated Coconut and Fudge Bar: Fair.

Remarks: This should be a good seller for children. When contents are figured out, box is high priced at 60c.

Code 1P 38

Chocolate Hollow Santa Claus—
1¼ oz.—5c

(Purchased in a 5 and 10c store, New York City.)

Appearance of Piece: Good. Cellulose bag, printed clip on top, green printed seal on bottom.

Size: Good.

Coating (Light)—Color: Good. **Gloss:** Good.

Moulding: Good.

Taste: Good.

Remarks: This is the best chocolate Santa Claus that the Clinic has examined this year at this price. Piece is well made, size is good, and chocolate is good eating for a 5c number.

Code 1Q 38

Christmas Greetings Chocolates—
12 oz.—20c

(Purchased in a 5 and 10c store, New York City.)

Appearance of Package: Good, for a 20c box.

Box: Two-layer extension, red, printed in gold, green and black. Center had a spray of holly and red cherries. Cellulose wrapper.

Appearance of Box on Opening: Bad.

Coating (Dark)—Color: Good. **Gloss:** Hardly any. **Strings:** Machine. **Taste:** Fair.

Centers—Vanilla Cream: Fair. **Peanut Butter Blossom:** Good. **Chocolate Fudge:** Scrap. **Fig Jelly:** Fair. **Marshmallow:** Good. **Red Jelly:** No flavor. **Caramel:** Very tough. **Maple Cream:** Fair. **Peppermint Cream:** Fair. **Almond Top Vanilla Cream:** Fair. **Nut Paste:** Fair. **Taffy:** Very tough. **Green Chew:** Fair. **Nut Chew:** Fair. ¼ **Lemon Slice:** Fair. **Assortment:** Fair.

Remarks: At the price of 20c not much can be said, except that the candy was better than some we find at this price.

Code 1R 38

Assorted Chocolates—1 lb.—55c

(Sent in for Analysis—No. 4283.)

Appearance of Package: Fair.

Box: One layer, bundle wrapped. Blue and white, name in yellow.

Appearance of Box on Opening: Fair. **Number of Pieces:** 35.

Coatings (Light and dark)—Colors: Good. **Gloss:** Fair. **Strings:** Good. **Taste:** Good.

Dark Coated Centers—Nougat: Fair. **Nut Caramel:** Had a scrap taste. Va-



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nilla Caramel: Good. Nut Nougat: Good. Nut Glace: Candy is cooked too low.

Light Coated Centers—Vanilla Caramel: Good. **Nut Nougat:** Good. **Nut Caramel:** Had a scrap taste. **Nut Glace:** Candy cooked too low. **Vanilla Nougat:** Good. **Nut Nougat:** Good. **Nut Fudge:** Good.

Assortment: Entirely too small.

Remarks: Box and candy are not up to standard. Suggest a better box be used, a glassine liner, and outside wrapper of cellulose. Name of manufacturer should appear on the box, also a label to tell the contents. Suggest the assortment be made larger by using a fruit nougat, chocolate nut nougat, a cream or two, a good jelly, nougat caramel, etc.

Code 1S 38

Chocolate Creams—1 lb.—60c

(Sent in for Analysis—No. 4281.)

Box: One layer, bundle wrapped. Blue and white, name in yellow. See Remarks.

Appearance of Box on Opening: Fair. See Remarks.

Number of Pieces: 33.

Coatings (Dark and Light)—Color: Good. **Gloss:** Fair. **Strings:** Good. **Taste:** Good.

Dark Coated Centers—Butter Cream: Good. **Vanilla Cream:** Good. **Chocolate Cream:** Good. **Coconut Cream:**

Good. Chocolate Mint Cream: Good. **Lemon Cream:** Good.

Light Coated Centers—Raspberry Cream: Cream, good; Flavor, Poor. **Orange Cream:** Lacked flavor. **Chocolate Cream:** Good. **Chocolate Mint Cream:** Good. **Butter Cream:** Good. **Lemon Cream:** Good.

Assortment: Entirely too small.

Remarks: The box and candy are not up to the 60c standard. Box looks like a 29c box. Suggest a better-looking box be used, also a glassine liner, larger assortment of creams and an outside wrapper of cellulose. Address of manufacturer does not appear on the box. Name of candy "Assorted Creams" does not appear on box either. Better boxes of assorted chocolates can be purchased at 50c the pound. If this box and contents are to stay on the market it will have to be completely revamped; we doubt if the consumer would buy a second box as it stands now.

Code 1T 38

Assorted Chocolate Nut Meats—1 lb.—80c

(Sent in for Analysis—No. 4282.)

Appearance of Package: Fair.

Box: One layer, blue and white, name in yellow.

Appearance of Box on Opening: Fair. **Number of Pieces:** 55.

Coatings (Light and Dark)—Colors:

Good. Gloss: Fair. **Strings:** Good. **Taste:** Good.

Dark Coated Centers—Vanilla Caramels: Good. **Sponge Chip:** Good. **Single Pecans:** Good. **Pecan Clusters:** Good. **Brazils:** Good.

Light Coated Centers—Glace Nut Square: Candy cooked too low. **Vanilla Caramel:** Good. **Single Pecans:** Good. **Brazils:** Good. **Cream Brazils:** Good. **Pecan Clusters:** Good. **Almonds:** Good. **Nut Nougat:** Good.

Assortment: Entirely too small. About 90% of the pieces were pecans.

Remarks: Box is not up to the 80c standard; looks like a 29c box. Nougatines and caramels do not belong in a nut-meat assortment. Suggest a better box be used, a glassine liner, and an outside cellulose wrapper. Assortment can be improved by using less pecans and adding roasted cashew nuts, more almonds, filberts and walnuts. Box and assortment will need considerable revamping if box is going to remain on the market. A label is needed on the box to tell what the contents are, also the manufacturer's name and address.

Code 1U 38

Kiddie Box—7oz.—25c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Box: One layer, green printed in pink, cellulose wrapper.

Grocery Store Is Logical Outlet for Candy, Says Brinkman

Close to 8,000,000 lb. of candy—a record volume for sales campaigns of this type—were sold by the 6,000 members of the Independent Grocers' Alliance of America as the result of a four-week holiday promotion, it was announced today at Chicago headquarters of IGA.

The huge movement of candy knocked out the old idea that the grocery store is not the proper outlet for sweets sales, according to Frank W. Brinkman, director of the IGA candy division.

"We have proved that if the product is fresh and the quality good, the grocer is the best man to sell candy when he puts real merchandising effort into the job," Brinkman said.

The IGA candy sales campaign was stimulated by a nation-wide display contest in which \$400 in prizes were offered for the best and most original holiday candy displays.

"The judges are now puzzling over more than 1,000 outstanding entries and having a tough time picking the winners," Brinkman said. "We can credit the record candy sale to the excellence of these displays."

Declaring "candy is an impulse item," Brinkman said at least 85% of all sales are made by sight and therefore display is the major factor. He concluded:

"The grocery store is a logical outlet for candy. The housewife buys nearly three-quarters of all candy sold in the country—and the grocer sees the housewife more often than any other merchandiser."

New York Jobbers and Manufacturers Discuss Fair Trade Agreements

The first organization meeting of the Confectionery & Tobacco Fair Trade Commission was held Monday evening, January 6, at the Hotel Pennsylvania in New York City and was well attended by representatives of confectionery jobbers, tobacco jobbers, jobbers' salesmen, manufacturers' salesmen and manufacturers.

This meeting, held under the auspices of the Confectionery & Tobacco Jobbers Association, Inc., the Wholesale Tobacco Distributors of New York, Inc., and the Confectionery & Tobacco Jobbers Employees Union, Local 1175 A. F. L. (Salesmen's Division B), was called for the purpose of co-ordinating the activities relative to fair trade of all of the branches of the industry, in an effort to eliminate destructive price cutting in the industry, and to encourage a wider acceptance of, and to enforce observance with, the Fair Trade Laws of the State of New York.

Herbert Teenzer, general counsel of the Confectionery & Tobacco Jobbers Association, presided as chairman and was selected to serve as general counsel to the Commission, and Martin J. Resnick, secretary of the Wholesale Tobacco

Distributors of New York, Inc., was selected to serve as secretary.

Present at the meeting were Howard J. Dougherty, of Rockwood & Co., Brooklyn, N. Y., first manufacturer in the chocolate and confectionery industry to announce a resale price policy under the Feld-Crawford Fair Trade Act of the State of New York; also Thomas A. Kerr, of Kerr's Butter Scotch, Inc., of Brooklyn, N. Y., whose company also announced a resale price policy; and Sidney A. Blumenthal of Rittenhouse Candy Co., Philadelphia, Pa., whose company was the first to announce a resale price policy on its entire line in several states. These representatives spoke on the subject of Fair Trade and the attitude of their companies in connection therewith. Edward Livingston, Eastern sales manager of Wm. Wrigley, Jr., Co., described the company's policy and efforts to insure a profit to its customers.

These reports were enthusiastically received by those present as giving concrete evidence of the trend toward better conditions in the wholesale confectionery industry.

Support for resale price products was pledged in order to encourage other manufacturers to follow the steps of those who have taken the lead.

A committee of 12 was created, consisting of three candy manufacturers, three candy jobbers, three jobbers' salesmen and three manufacturers' salesmen, to act as a steering committee for the Confectionery & Tobacco Fair Trade Commission insofar as its activities in the candy industry are concerned. The selection of an additional committee to co-ordinate the activities of the Commission insofar as the sale of tobacco products is concerned, will be made at a later date.

The headquarters of the Commission for the present is at 2 Lafayette St., New York City.

Cincinnati Candy Recovery Assn. Elects New Officers

At the sixth annual meeting of the Cincinnati Candy Recovery Association, held in Keifer's Restaurant, in Cincinnati, on January 6, the following officers were elected: Chairman, Chas. Ast; vice-chairman, Edw. A. Stern; secretary-treasurer, Chas. E. Schneider, and sergeant-at-arms, Walter Dietz. Members of the board of trustees are: Rolo S. Crandall, Carl Graeser, M. A. McDonnell, Ruth Johnson (Consolidated), August L. Hessel, Peter Minges, J. F. Poetker, Lester E. Buerkel, F. W. Becksmith, G. Otto Ehrhardt, Jos. A. Grady and Lee Riestenberg.

Retiring-Chairman Lester E. Buerkel was the recipient of a fountain pen from the members in appreciation of his excellent and successful work in behalf of the association. A seven-course banquet preceded the meeting. With the accompaniment of the dinner orchestra, the members sang some of the old songs, and enjoyed the good fellowship of the occasion.

Appearance of Box on Opening: Good.

Contents: Six cellulose-wrapped hard candy sticks, 8 crystallized pink creams, 6 small pops in cellulose wrappers, 2 spiced strings, small box with rubber stamp and ink pad.

Hard Candy Sticks—Colors: Good.
Gloss: Good. **Flavors:** Good.

Pops: Good.

Crystallized Creams: Good.

Strings: Good.

Remarks: A good-looking Kiddie box,

neatly packed. Candy was of good quality.

Code IV 38

Kiddie Box—4 oz. net—25c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Box: One layer, white printed in blue, green, pink, red and yellow. Doll house and children scene, cellulose wrapper.

Appearance of Box on Opening: Good.

Four bags printed in colors, one containing hard candy sticks, two containing pops, and one containing chocolate panned raisins, also, one soldier of solid chocolate wrapped in foil.

Hard Candy Sticks: Good.

Pops: Good.

Raisins: Good.

Solid Chocolate Soldier: Good.

Remarks: A good-looking box, but contents are not up to the standard of 25c Kiddie packages.

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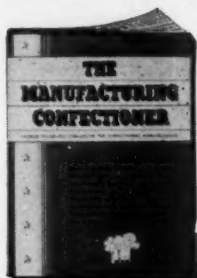
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TRADE MARKS for Registration

★ THE following list of trade-marks, published in the Patent Office Gazette for the past month, prior to registration, is reported to **The Manufacturing Confectioner Publishing Co.**, by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file, within thirty days after publication of the marks, a formal notice of opposition.

PUR-O-MIX, mix with which to make malted milk, ice cream, ices, and edible delicacies. Use claimed since Dec. 1, 1936, by Louis A. M. Phelan, doing business as Pur-o-Mix Laboratories, Rockton, Ill.

KELS, sassafras chewing gum. Use claimed since July 1, 1936, by Paul L. Kelly, doing business as Kells Co., Petrolia, Pa.

CAPERS, edible starch product in solid form, flavored or unflavored, likewise cakes and candies. Use claimed since Jan. 27, 1937, by Food Specialties Co., St. Louis, Mo.

BASKET BUTTER CREAMS and star design candy. Use claimed since April 21, 1937, by Mars, Inc., Chicago.

PASTEL and design, candy. Use claimed by Melissa Candies, Inc., New York City.

BROOME'S and design, candy, cocoa, pies, cookies, doughnuts, bread, rolls, cakes, etc. Use claimed since Feb. 15, 1935, by Carl W. Broome, Santa Barbara, Calif.

FUDG-FREEZ, chocolate fudge preparation used chiefly for garnishing or flavoring ice cream, cake, pastry, etc. Use claimed since May 1, 1937, by Nesbitt Fruit Products, Inc., Los Angeles, Calif.

UNCLE JOHN'S and picture, cane and maple sugar syrup, maple kisses, and maple walnut fudge. Use claimed since April, 1915, by New England Maple Syrup Co., Chelsea, Mass.

FACTORS MAKING FOR PREMIUM PROMOTION

(Continued from page 47)

of hidden value or a new product, a thorough sales lecture and coaching is an absolute requisite, so that his men are "sold" on the premium themselves before they try to sell their trade.

Merely arranging for a promotion, without some literature or advertising tie-up, will not make for a successful premium deal. Some sort of written or printed promotional material is necessary, even if it be only a well-presented sales letter. One has only to check the large and important users of newspaper and magazine space and of radio time to find examples of profitable premium merchandising.

In the case of an offer to retailers, advance notice of the deal by the use of colorful broadsides, good copy and trade-paper space is a most vital factor in paving the way for deals that will move merchandise in quantities. Where the premium offer is made to the ultimate consumer, newspaper, magazine, radio, window strips and counter cards are the important angles.

The success of a premium deal can always be traced to close adherence to the aforementioned factors.

